

The logo for MAD SCREENS TV. The word "MAD" is in a large, stylized, jagged font with a blue and white pixelated or glitch effect. Below it, the words "SCREENS TV" are in a smaller, bold, white sans-serif font. The entire logo is set against a dark background.

**NO.
12
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2020**





MAD

NO. 12 APRIL 2020

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- 02 A MAD Look at a TV Commercial, MAD #170, Oct. 1974
- 03 That's Advertainment!
- 04 VHI Drags Out...Even More RuPaul Shows!
- 06 M*U*S*H, MAD #234, Oct. 1982
- 13 A MAD Look at TV, MAD #400, Dec. 2000
- 16 Dreadliest Carts
- 18 Spy vs. Spy
- 20 MAD's Cable TV Roulette, MAD #266, Oct. 1986
- 23 Meanwhile...
- 24 The Shadow Knows
- 25 MAD's Reality Street, MAD #146, Oct. 1971
- 30 A Bag of Fleas' Perspective on *Fleabag*
- 32 The Lighter Side of the Television Set, MAD #66, Oct. 1961
- 36 Boob Tube Mash-Ups We Can't Wait to See
- 38 TV...as Viewed by the Animal World, MAD #144, July 1971
- 40 How a Television Script Is Born, MAD #48, July 1959
- 44 Meanwhile...
- 45 The MAD Plan for Beating TV Commercial-Breaks, MAD #81, Sept. 1963
- 48 More Ridiculous *Friends* Spinoffs We're Sure to See, MAD #435, Nov. 2003
- 50 30 Crock, MAD #490, June 2008
- 55 Letters!

INSIDE BACK COVER A Classic Fold-In by Al Jaffee

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented here unaltered (and with crossed fingers) for historical reference.

CONTENTS

A MAD LOOK AT A TV COMMERCIAL



WRITER & ARTIST AL JAFFEE





SPAWN-CON DEPT.

Already burnt out on the 200-plus streaming services that exist? You're in luck—now even non-entertainment companies are launching channels! Why watch *The Office* for a 53rd time when you could watch something on OfficeMax, a new VoD platform from the store where you buy markers to huff? And that's just the beginning of the end of quality programming—here are five more apps to make you regret pressing play.

THAT'S ADVERTAINMENT!

WRITER **SHERYL ZOHN** ARTIST **JOHNNY SAMPSON**

Rides of Our Lives

WE MISSED SAMI'S WEDDING, AND HER FUNERAL, AND HER REVEAL THAT SHE NEVER REALLY DIED, BUT WE SAVED \$20 USING POOL!



UberTV

See the triumphs and tragedies of ridesharing unfold in a drawn-out episodic fashion—just like the poor drivers who open their cars to strangers have to do.



Postmates+

For reality entertainment at its finest, watch people at their lowest: ordering greasy pork fried rice during a showerless stint of depression.

Gimme SUM Lovin'

HIT ENTER!
HIT ENTER!



Sad Sacks

I FORGOT YOUR PORK BUNS.

SUSAN ALWAYS HATED MY PORK BUNS. MAYBE THAT'S WHY SHE LEFT.



PRICEWATERHOUSECOOPERSFLIX

For those who think the only thing more exciting than filling in spreadsheets is watching others fill in spreadsheets, this channel will provide total titillation.

ExxonMobil NOW

No one likes to overpay for gas, but for some people (your elderly relatives), discovering the cheapest price at the pump is a 24-hour obsession.

Mad Methane

PREMIUM UNLEADED HASN'T BEEN THIS CHEAP IN TWO DAYS! I SAY BUY, BUY, BUY!!!



5/GAL ▽ CITGO AT MAIN & ELM \$2.25/GAL ▲ MOBIL AT WESTERN & ▲ BUCKY'S AT NORTH & RTE 45 \$2.23/GAL ▽ EXXON AT HIGHLAND

Honey, when it comes to *Drag Race*, VH1 is here to SERVE! Oh, you're full? Too bad, queen! Cuz the producers behind *RuPaul's Drag Race*, *RuPaul's Drag Race: Untucked!*, *RuPaul's Drag Race: All Stars*, *RuPaul's Drag Race UK*, and *Celebrity Drag Race* aren't sashaying away anytime soon. You think they'd listen to fans who need a break? In the words of fan-favorite contestant Alyssa Edwards: "Oh baby, not my gay ass." They've got even more shows coming down the runway. Yaaas, mama-the-house-down-boots-slay-wig!

VH1 DRAGS OUT... EVEN MORE RuPaul SHOWS!



WRITER
GRANT REED
ARTIST
TOM RICHMOND

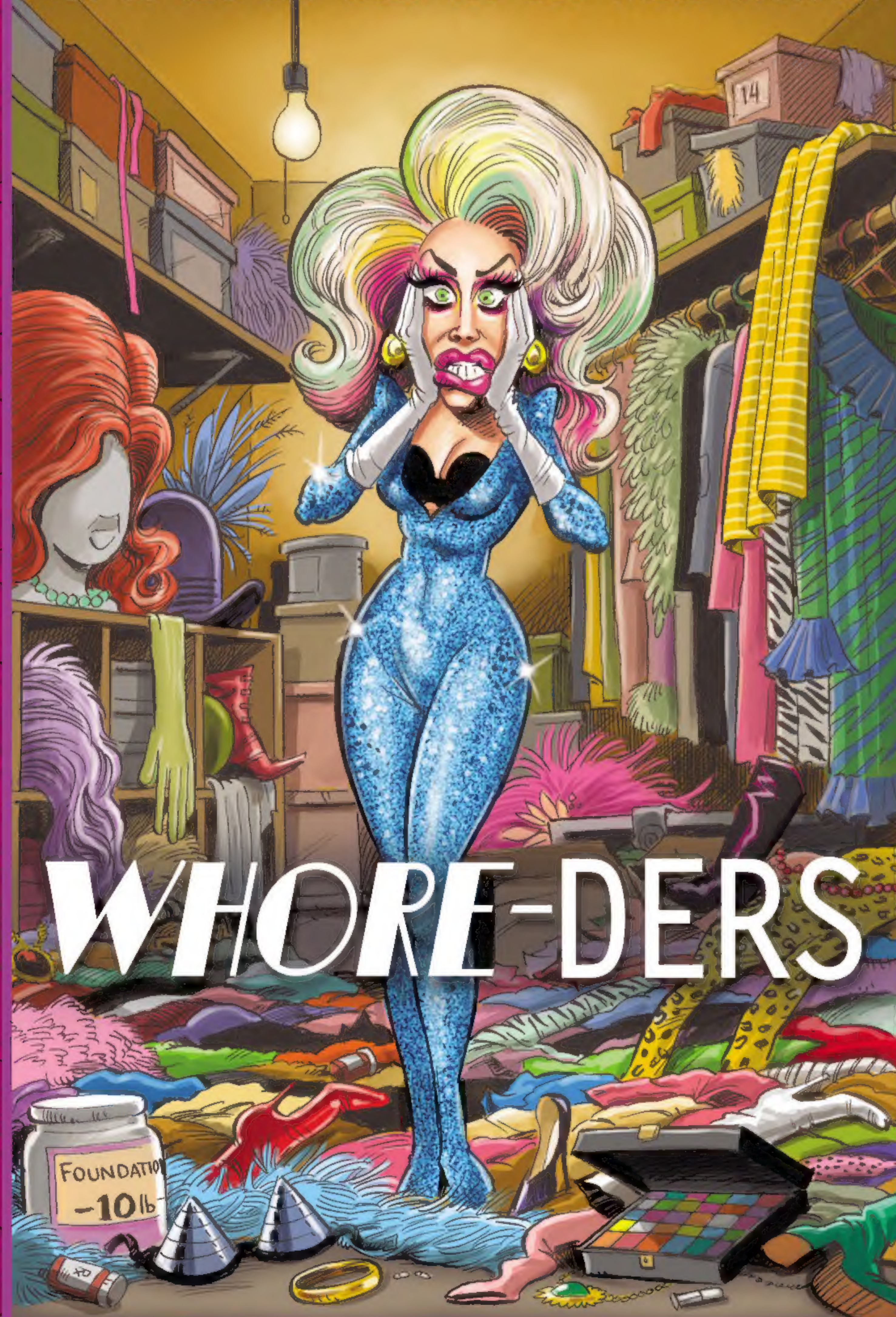
DRAG MOMS



THEIR SONS ARE GONNA LIP SYNC
FOR THEIR LUNCHABLES.
OR ELSE.

They were gonna exploit their kids anyway,
so might as well make it empowering!

YOU'LL WIG OUT WHEN YOU SEE THEIR CLOSETS.



WHORE-DERS

Cuz these girls are what? **SICK**.
(No, really. Hoarding is a disorder.)

RuPaul's DRAG RACE: CHERNOBYL



COMPETITION
SO FIERCE,
IT WILL
MELT YOUR
FACE OFF.

THE MOST EXPLOSIVE SEASON YET!

Listen, we're just trying to stay relevant.
You guys liked this scary show, right? **Right?**

A GLAMAZON ORIGINAL SERIES

Alaska is...

FLEADRAG



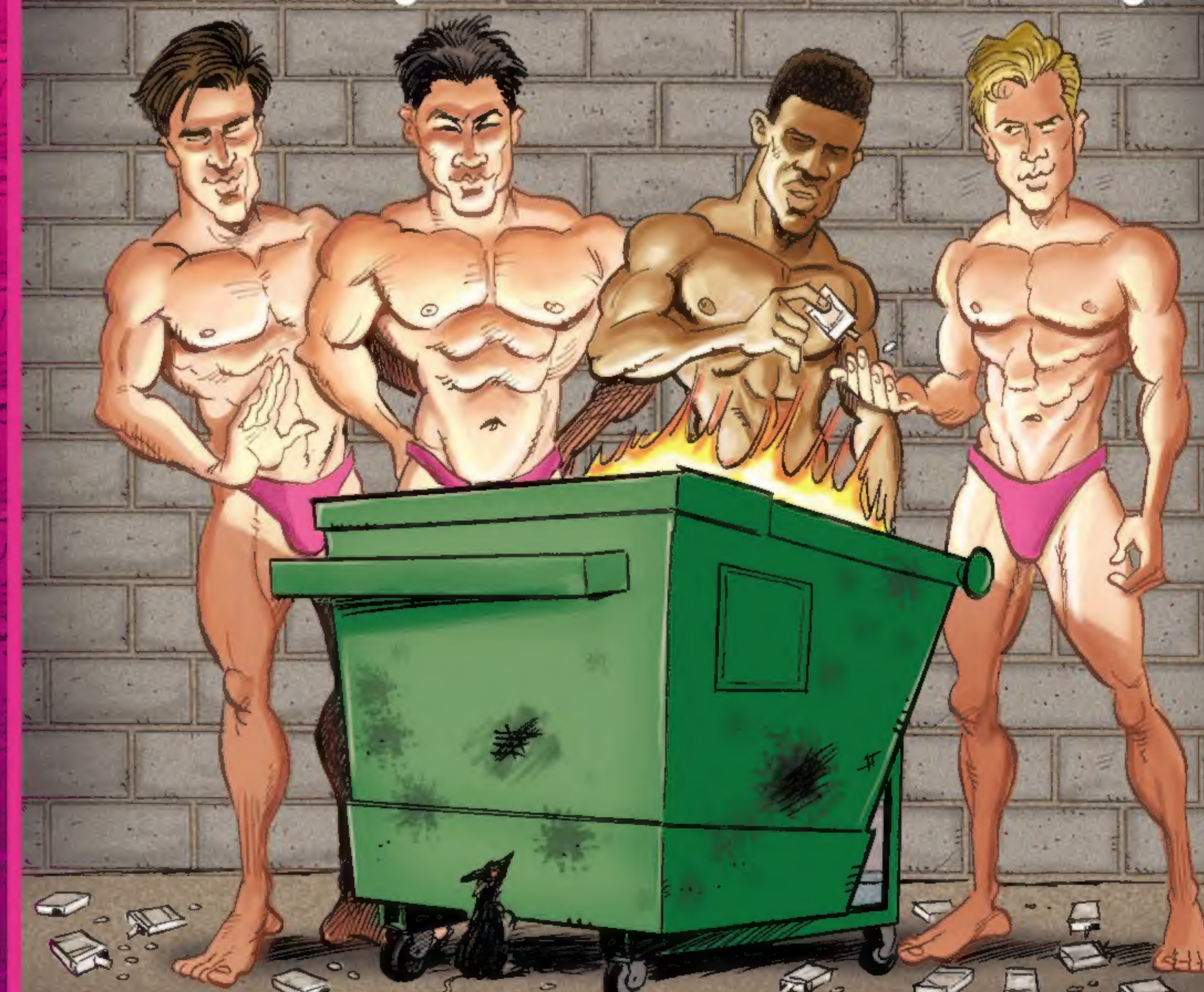
SHE'S LOOKING FOR SOMEONE
TO BREAK HER FOURTH WALL.

An all-star *Drag Race* winner in an iconic
Emmy-winning role? Anus-thing is possible!

RuPaul's PIT CREW

NO SHIRT, NO SHOES, AT YOUR SERVICE!

You THOT you knew the whole story.



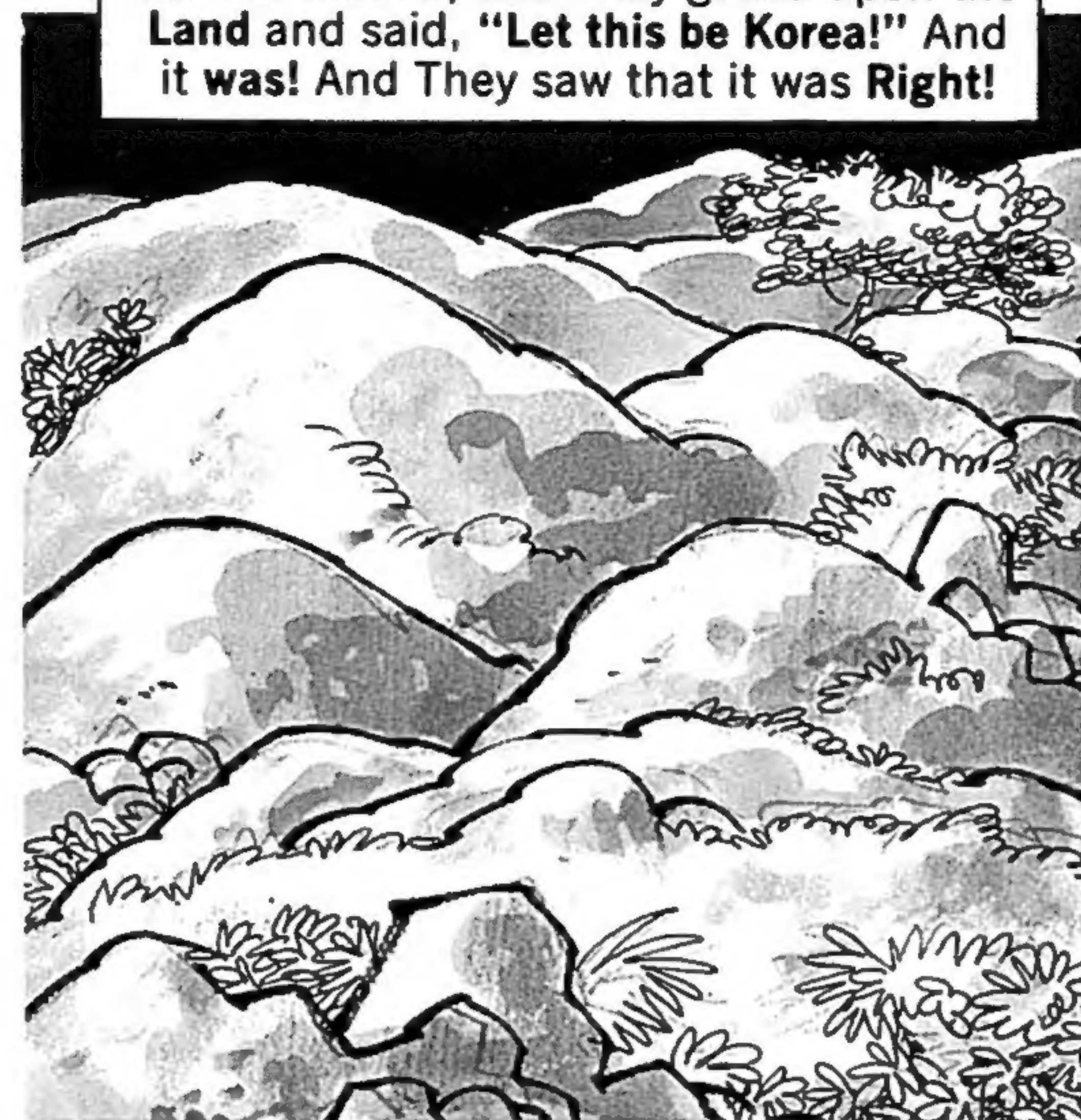
They have no choice but to STAND barefoot.

Where do these hunks go when they're not silently
carrying out fabric for a few seconds each episode?
The answer isn't pretty...but at least **they** are.

Hi, there! I'm Father Nokaypee, Chaplain of the 4077th M.A.S.H. unit in Korea! Let me refresh your memory of "The Creation"!

In the Beginning, the Producers created a TV Series... based on the Good Book and the Hit Movie! On the First Day, They created the Premise! On the Second Day, They created the Structure! And on the Third Day, They created the Pilot Episode! And They saw that it was Good!

On the Fourth Day, They went up into the Hills of Malibu, and They gazed upon the Land and said, "Let this be Korea!" And it was! And They saw that it was Right!



And on the Fifth Day, They said, "Let there be a Cast of Characters played by Talented Actors who will be Funny and Facile and not Committed to any other Sit-Com! And thus, They created the Men of the Series!



And on the Sixth Day, They created the Women of the Series! And they saw that it was Good... and Funny!



And They said, "Let this Show be Different from other Wartime SitComs! Let there be Brisk, Witty Dialogue! But, along with the Comedy, let us show the Stark Reality of War! Let our Show have Integrity! And it did! And the Public saw that it was Good! And on the Seventh Day, the Creators rested... in the Polo Lounge of the Beverly Hills Hotel!



And over the Years, the Show prospered, and became the most Popular Show in the Land! And They were well-rewarded with many Statues called "Emmys"!



And They said, "Be Fruitful and Multiply into T.V. Syndication!" And it did! And They said, "Let there be Re-runs!" And there were Plenty!

But lately, Things have Changed in this Series that was "Paradise"! You will see what we mean in this MAD Version that examines the Sins of—

TH-THA-THAT'S ALDA, FOLKS DEPT.

M*U*S*H

Okay, guys! Here's what you've been waiting for!

MAIL CALL!!

Radio O'Reilly!

No longer here! Radio retired right after the seventh season!

Crapper John!

He's not here either! Left us after the third season!

Major Frank Buns!

Gone! Quit after the fifth season!

Lt. Colonel Blech!

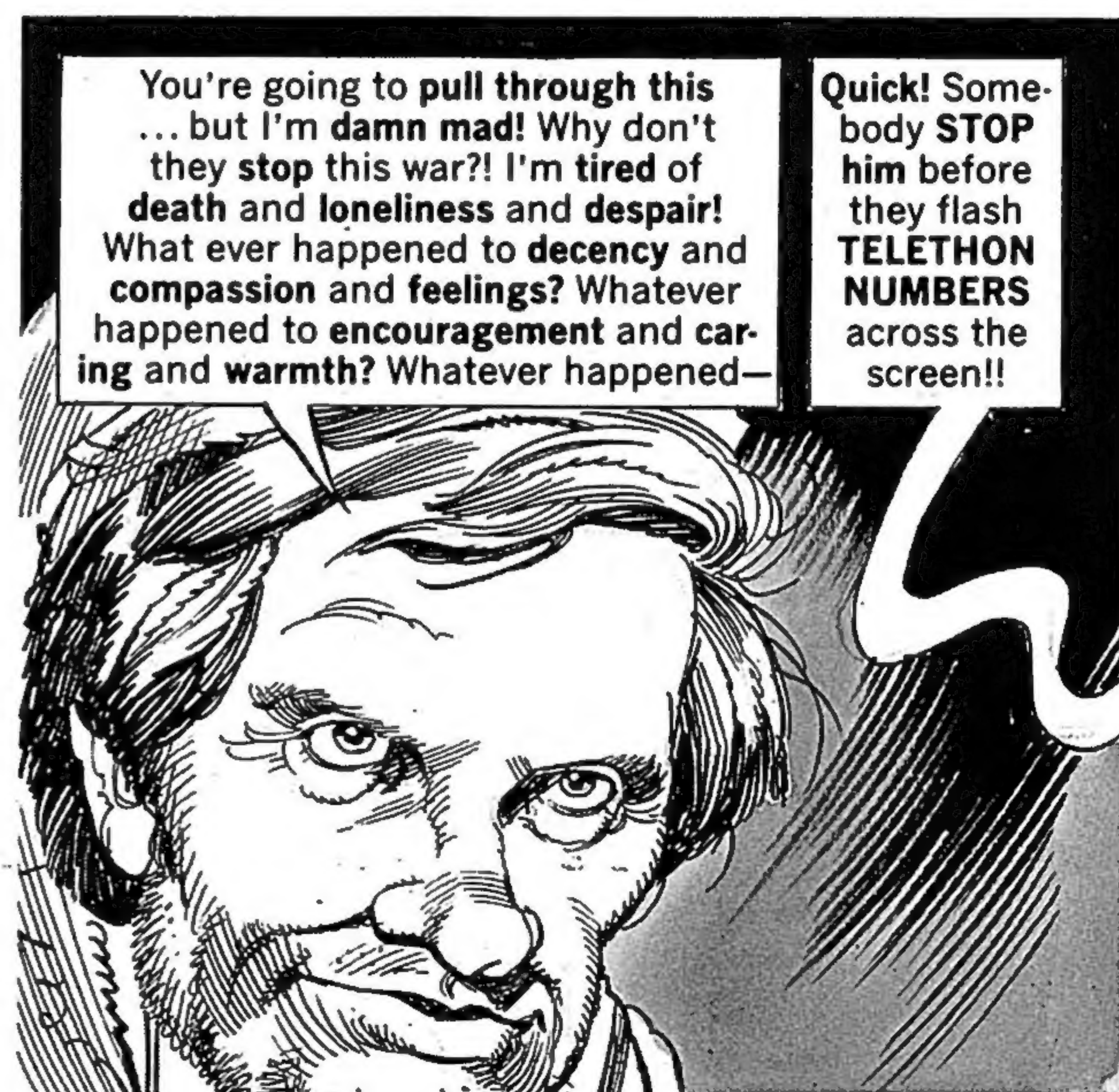
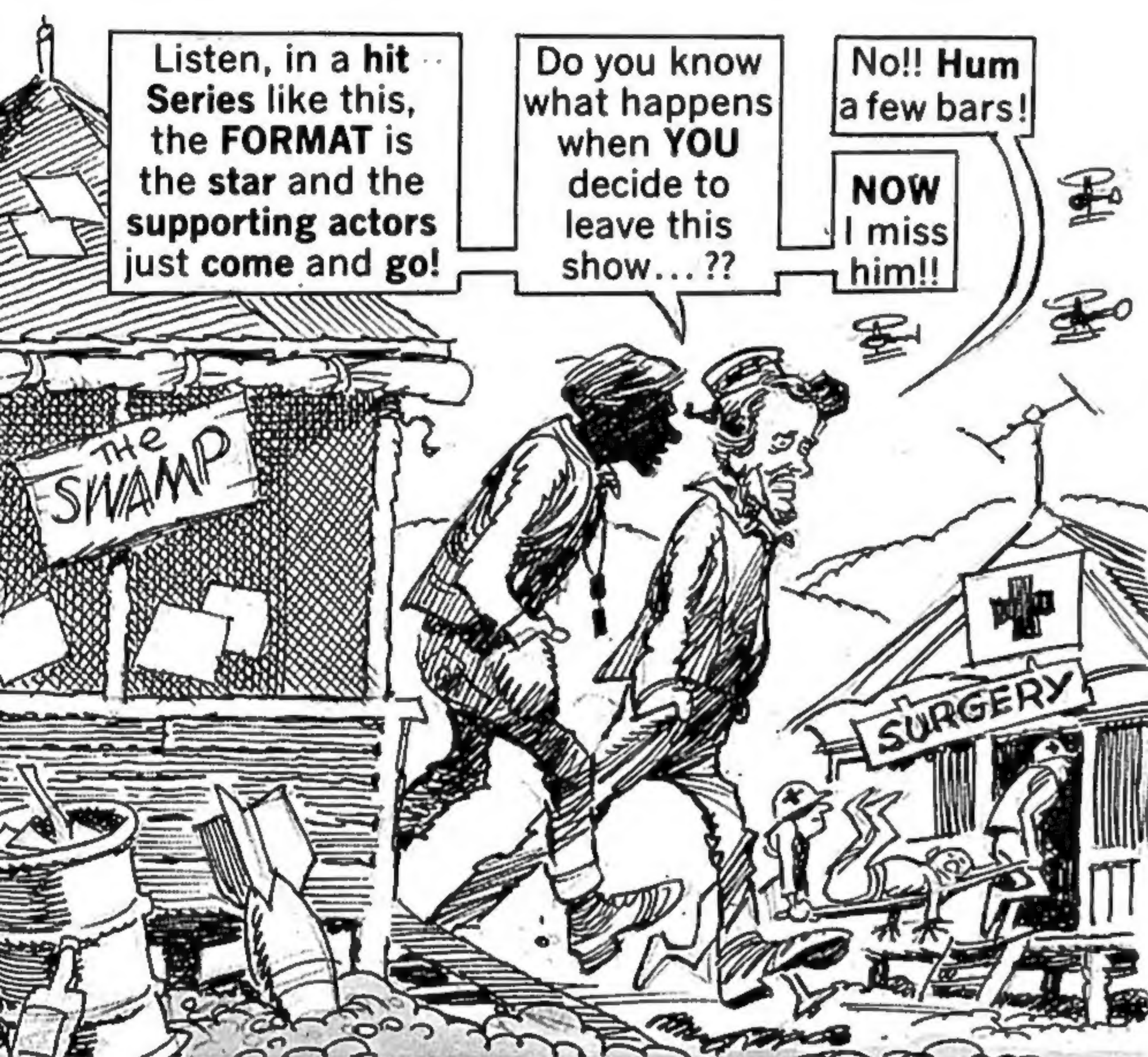
Missing! Flew out after the third year, and was destroyed by a bomb!

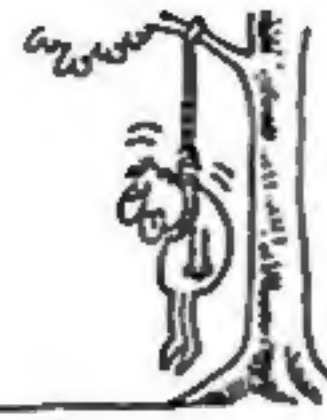
Blech was KILLED!!

Not exactly! He left this Series to do "Hello Larry"!



WRITER ARNIE KOGEN
ARTIST JACK DAVIS





Hey, Squawkeye! Knock it off—and lighten up! You're becoming much too self-righteous and serious again!!

War isn't ALL CHUCKLES, you know!! I'm trying to make people feel deeply!

And what gives you the right to impose YOUR views on M*U*S*H fans?!

My contract! Big deal!! Just because you're the "STAR" of this Series?!

I'm also the WRITER, the DIRECTOR and the CREATIVE CONSULTANT of this week's episode!!

We've got a moral dilemma here! TWO EMERGENCIES: A North Korean prostitute... and an American 3-Star General!

You know where my sympathies lie in a case like this!

I know! But you'd better operate on the General anyway! He's hemorrhaging!!

Hold it! Before we start cutting up, I'd better check the CHARTS!

Oh-oh! We already DID "Trauma" jokes during the sixth season!

And we can't do any "Massive Concussion" gags! We covered that in the seventh season with the "Klinger's Chicken Gets Frostbite" episode! What'll we do?

So let's repeat! Who'll know?!? THEY'LL know!! Those M*U*S*H fans watch every re-run! They know every word... every line! Let's face it, P.J.! After ten years of this, all of the best disease jokes have been USED!

Have you noticed how "perfect" Luke-warm Lips is looking these days?

It's amazing! After two exhausting days in Surgery, WE all look like DEATH WARMED OVER... and SHE looks like the cover of "Vogue"!

What's even MORE amazing is... this is 1950 and she's wearing a hair-do that won't be INVENTED until 1981!!

Hey, Luke-warm Lips! How about you and me... YOU know... !?

You DID that sort of thing!

For the first six or seven seasons!! You kept our spirits high and our faces clear!

Well, forget it! This year, I've found religion!

Just our luck! We have the only TV Series with a Born-Again Virgin!

I don't do that sort of thing!

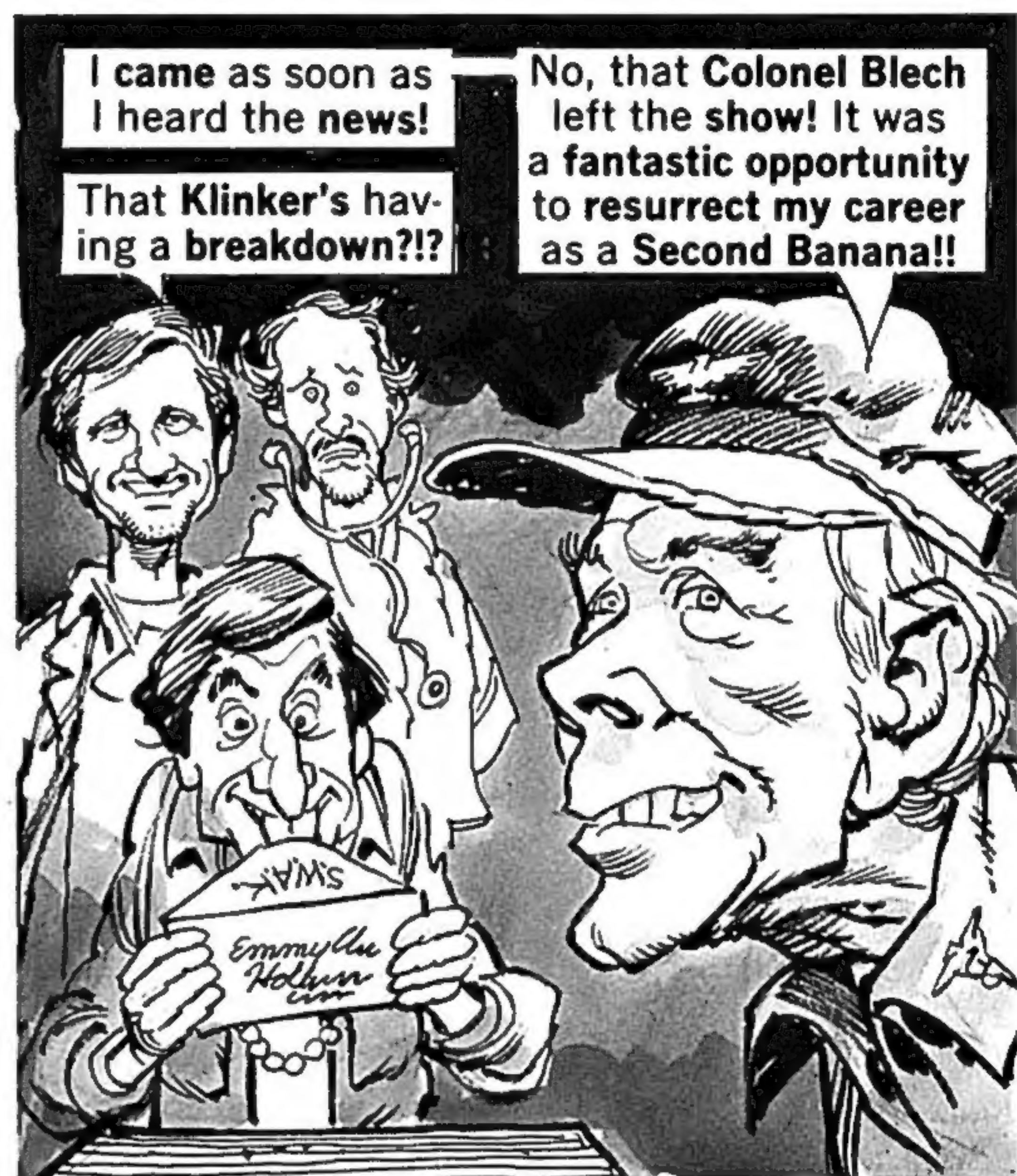
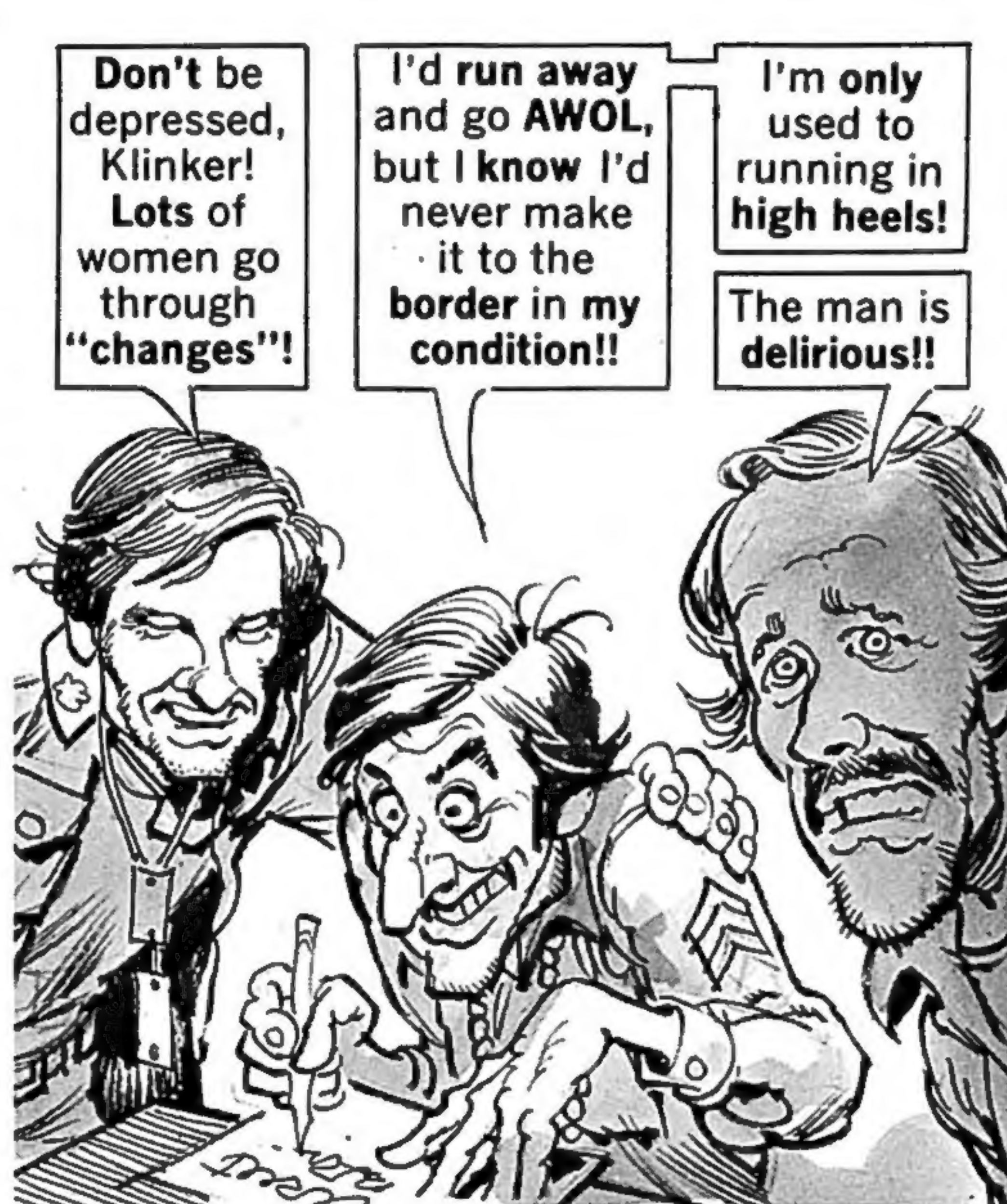
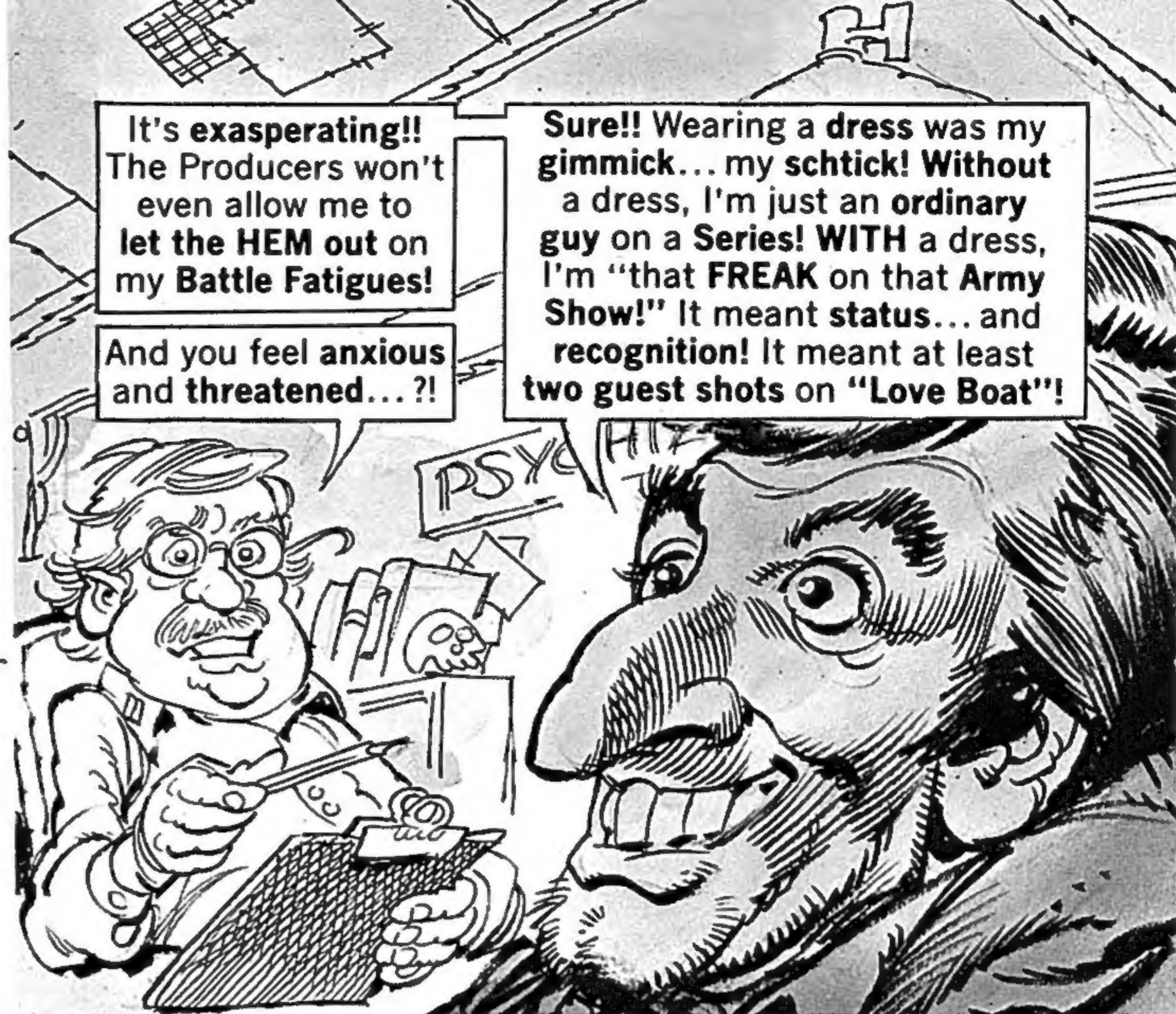
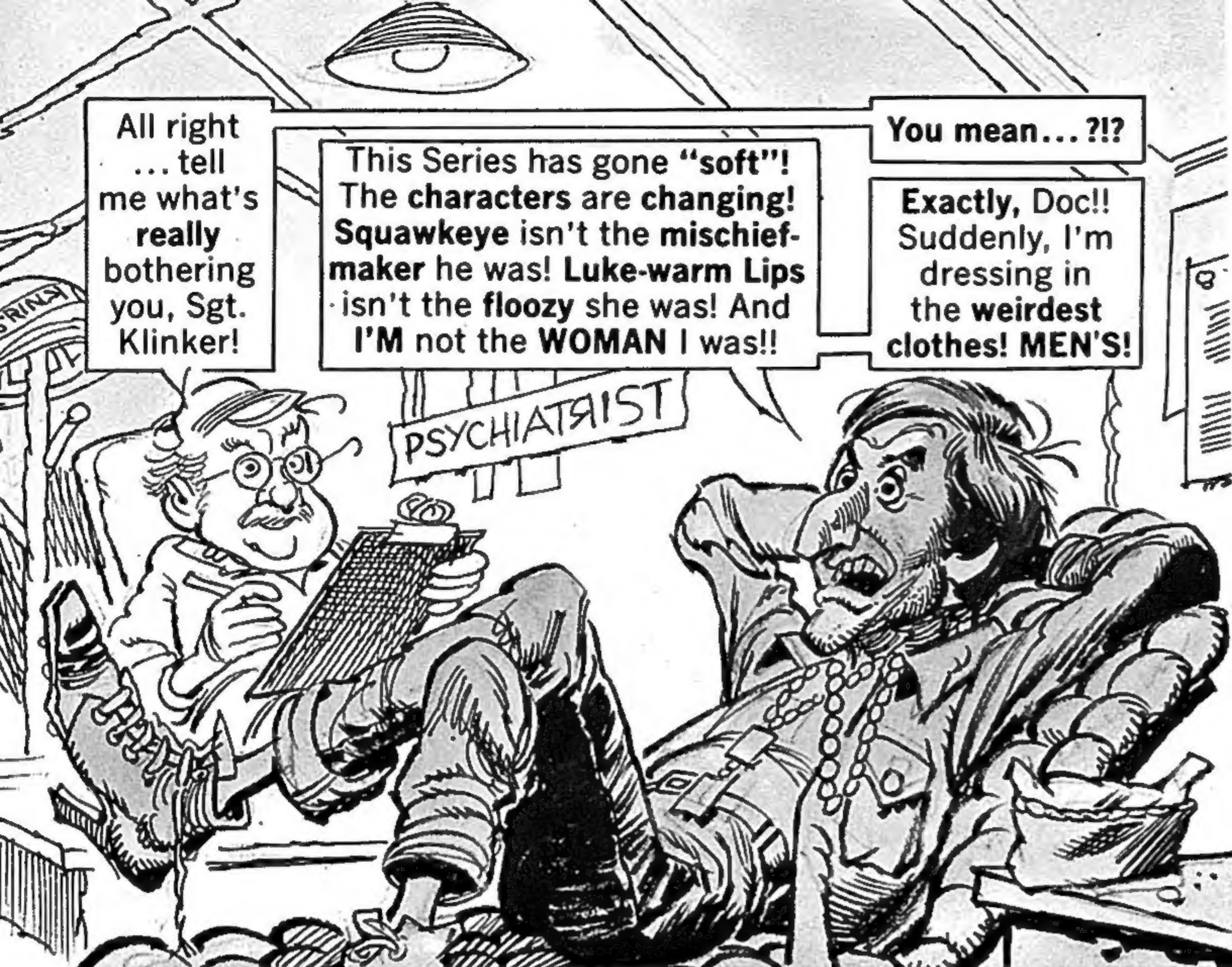
When?!

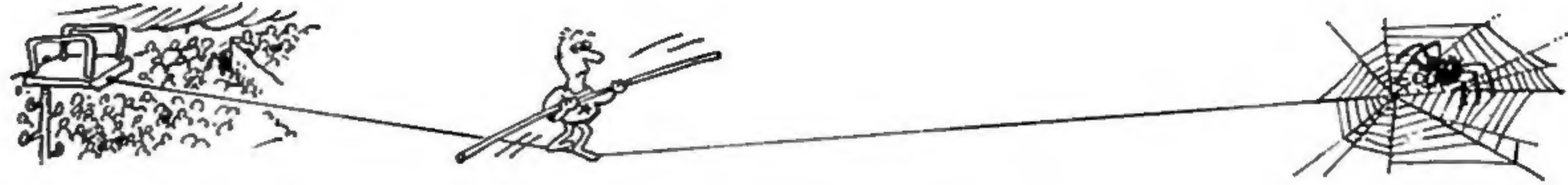
Okay, what's up, Klinger?

I'm donating all my dresses to the needy!

No... to the needy SITCOM! Send these to "BUSOM BUDDIES"! THEY can use them!

To the needy POOR??





Klinker, Col. Potcheese is the new "Father Figure" on the show! He's a Cavalry veteran from the Great War! Now, you're under a strain, so listen carefully while he talks some sense to you, okay?

Son... I'm gonna set here while you get some shut-eye! B'fore you know it, you'll be up an' around at the first cock-a-doodle-doo, an' then you an' me, we'll mosey over t' the chow line an' watch 'em womp up a mess o' vittles!

We wanted Sigmund Freud, and we got Walter Brennan!



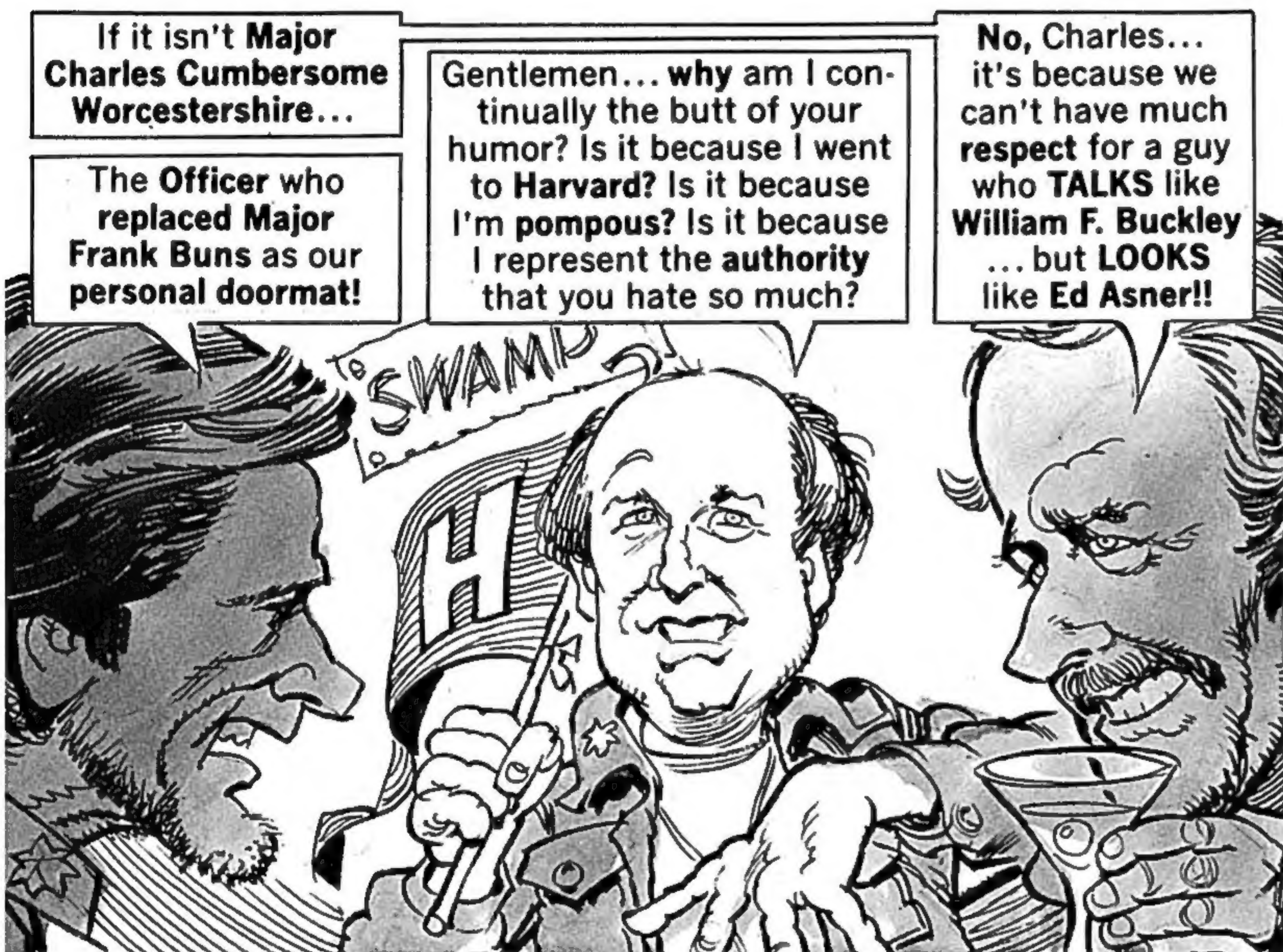
You sure are getting some nice mileage out of that corn-ball "down home country" stuff, Col.!

Get used to it! After your stint in the Army, you critters will be prime candidates for the "4-H Club"!

I'm talkin' 'bout "Herpes, Hemorrhoids, Hernias an' Hashish"!!!

Not US!!

We're READY! We're READY!



If it isn't Major Charles Cumbersome Worcestershire...

The Officer who replaced Major Frank Buns as our personal doormat!

Gentlemen... why am I continually the butt of your humor? Is it because I went to Harvard? Is it because I'm pompous? Is it because I represent the authority that you hate so much?

No, Charles... it's because we can't have much respect for a guy who TALKS like William F. Buckley ... but LOOKS like Ed Asner!!



Just keep ridiculing me like this, Capt. Piercing, and I can make things very rough for you!

Not as rough as I can make things for you!

Really? As Major of this M*U*S*H unit, I'll see to it you never get a furlough!

Oh? As Director of this M*U*S*H episode, I'll see to it you never get a CLOSE-UP!!

You win AGAIN!!



I called this meeting because I've got some BAD NEWS! Our show is in the crapper! Looks like it's our FINAL SEASON in Korea! And just in time, too!! We've been on so LONG, we're running into the VIETNAM WAR!

I KNEW it! We were our own WORST ENEMY! How's that?

Our RE-RUNS were more popular than our current shows!

I'm not going to take this lying down!!

If you DID, it might not be our last season!

Luke-Warm Lips! I hear there's a part in the new "Woman's Army" SitCom, "Private Benjamin"!

Great! I'll audition for that! Right after I audition for that!!

The Lord GIVETH a Series ... and The Lord Taketh Away!!





HAMMERED FROM BINGEING?

SOBER UP WITH A SUBSCRIPTION TO MAD!

GET 6 ISSUES (A FULL YEAR) FOR JUST \$19.99! CHEAP!

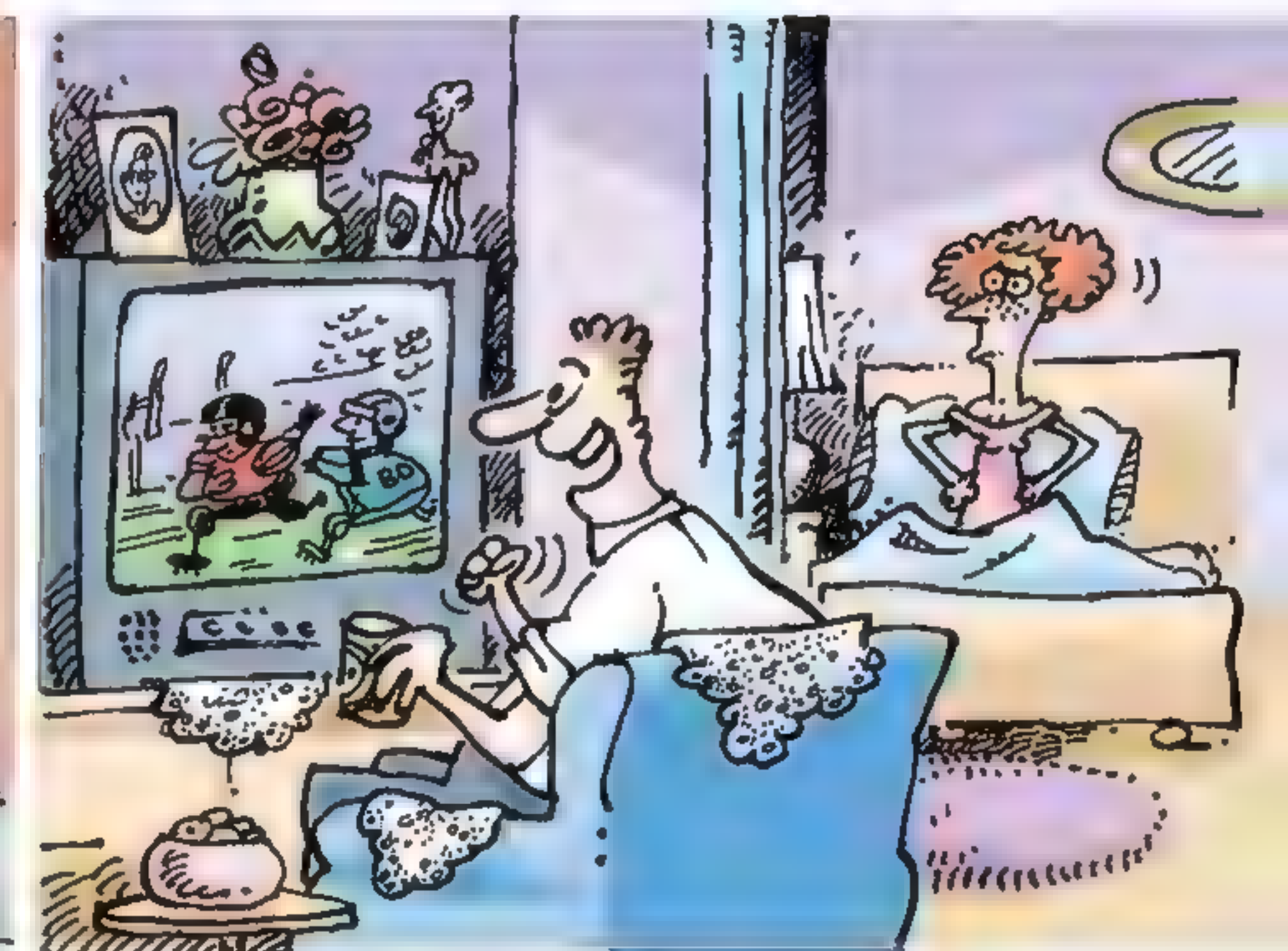
**VISIT MADMAGAZINE.COM/SUBSCRIBE
OR CALL 1-800-4-MADMAG**



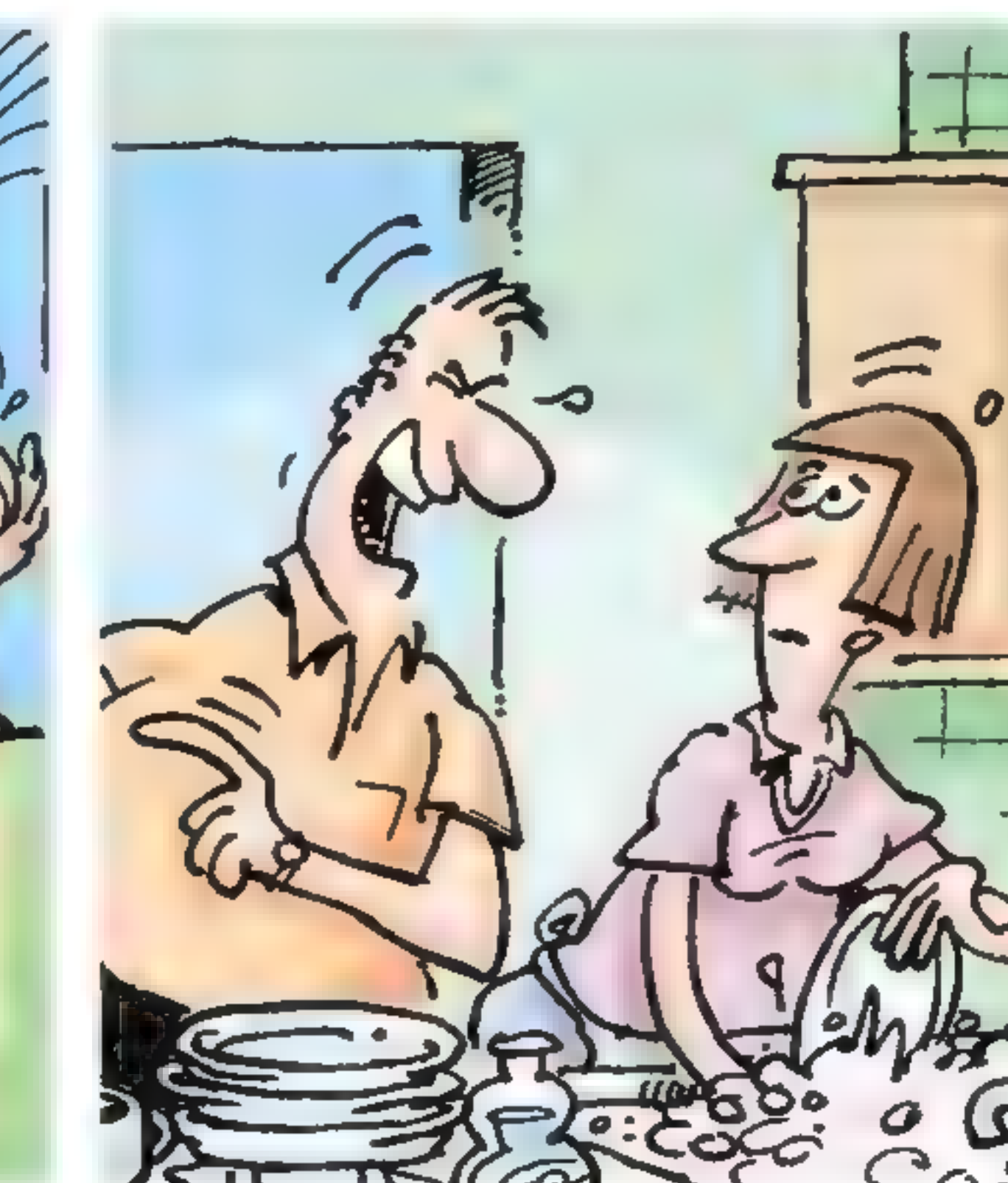
SERGE-IN GENERAL DEPT.

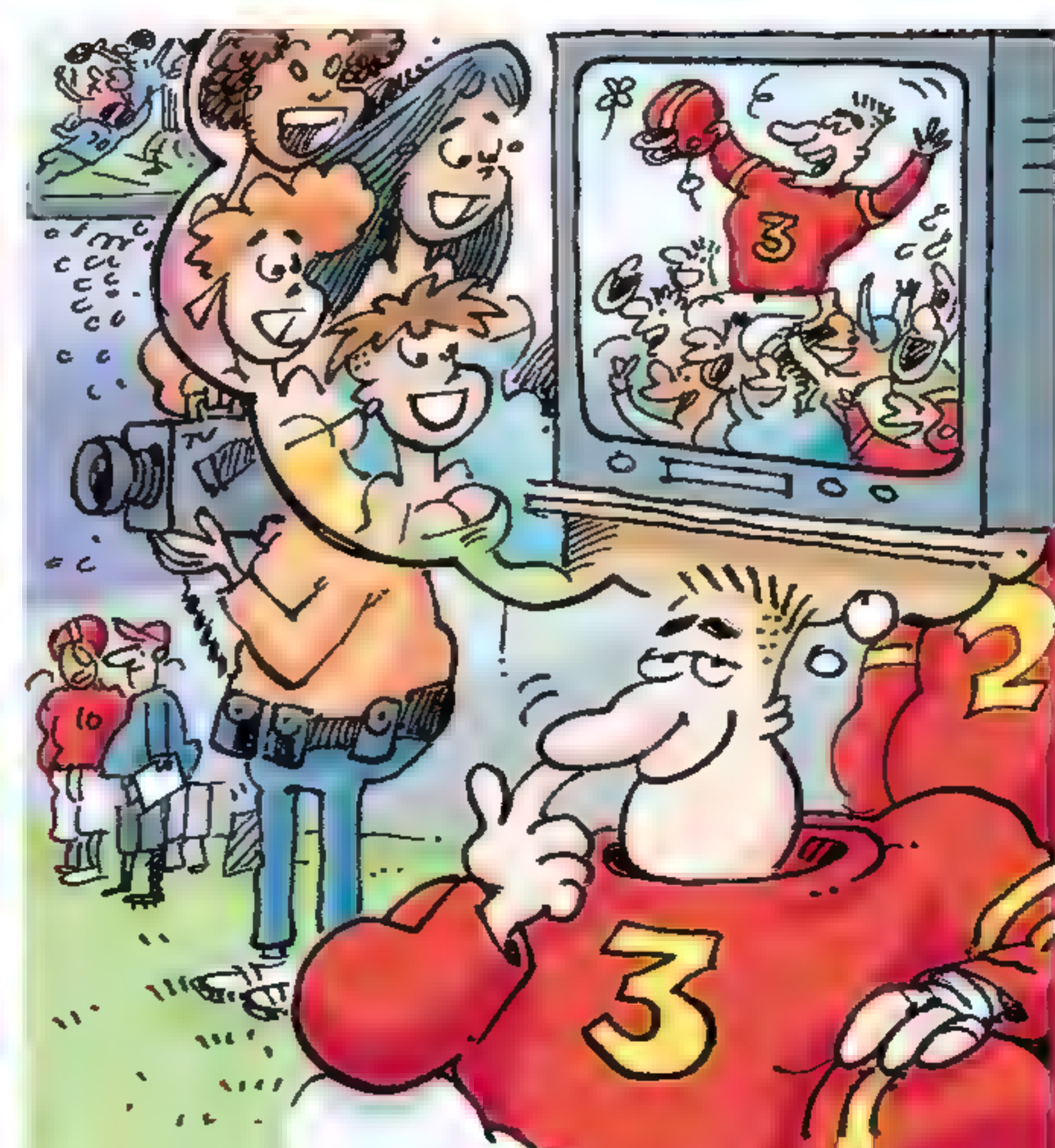
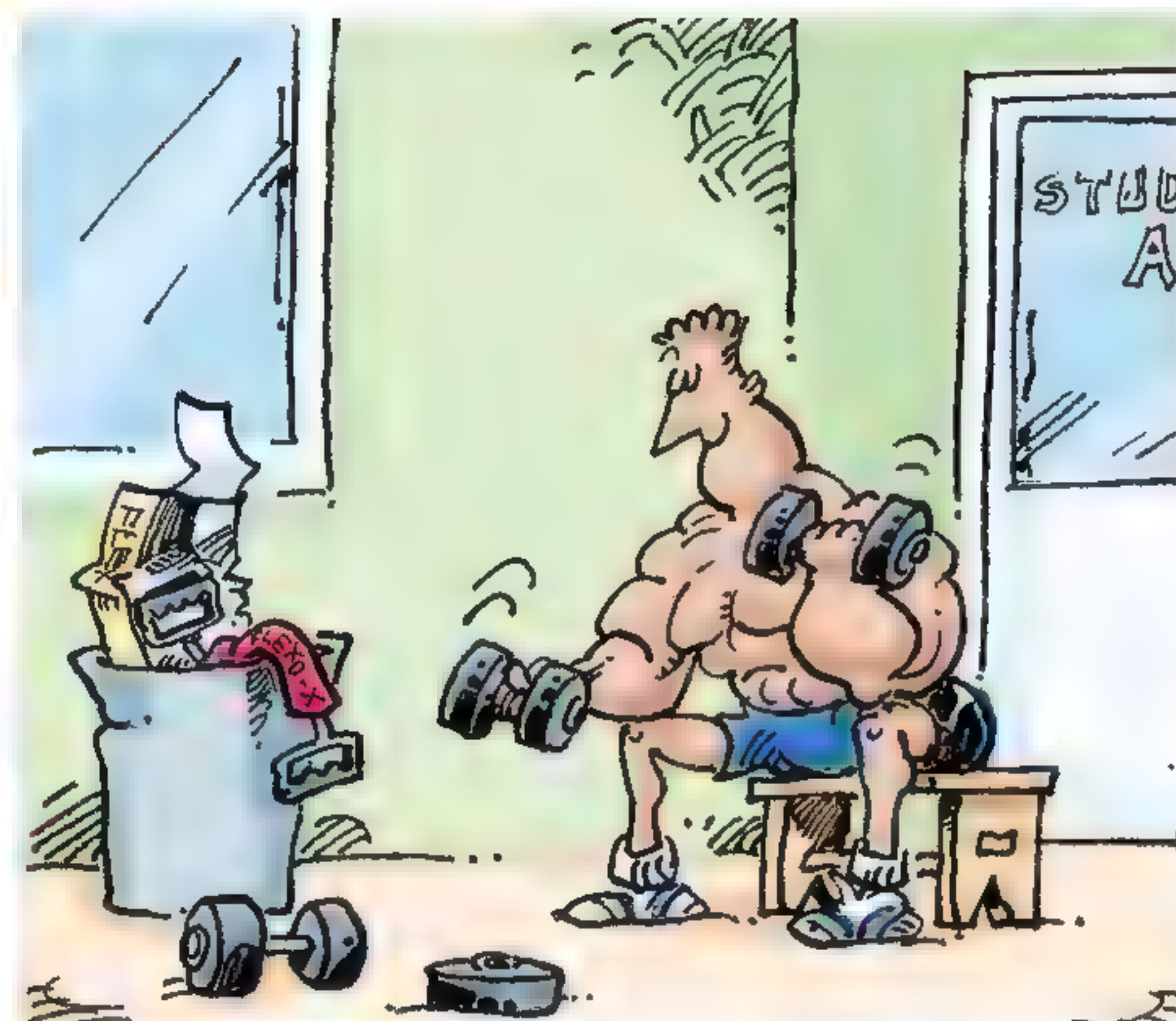
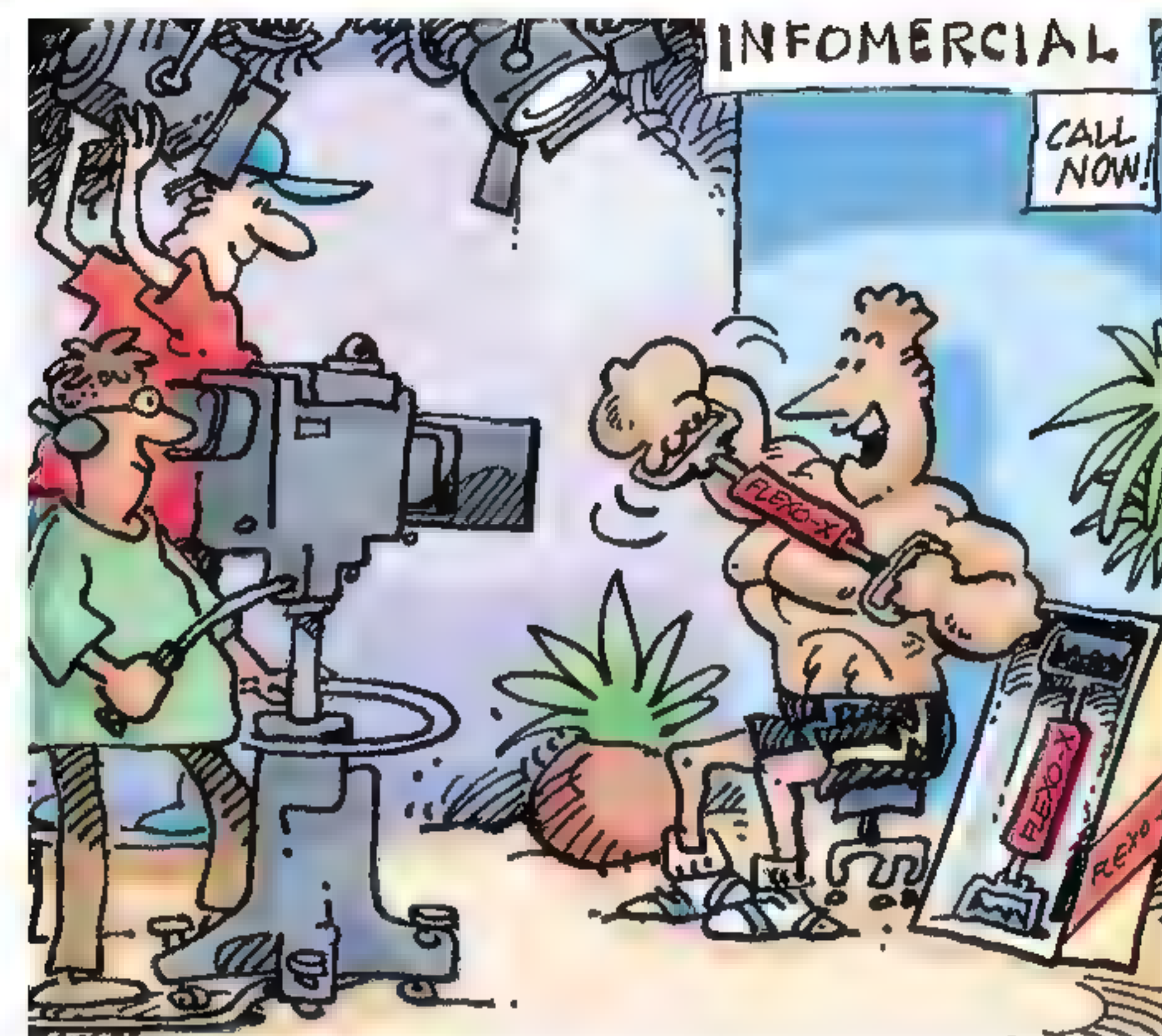
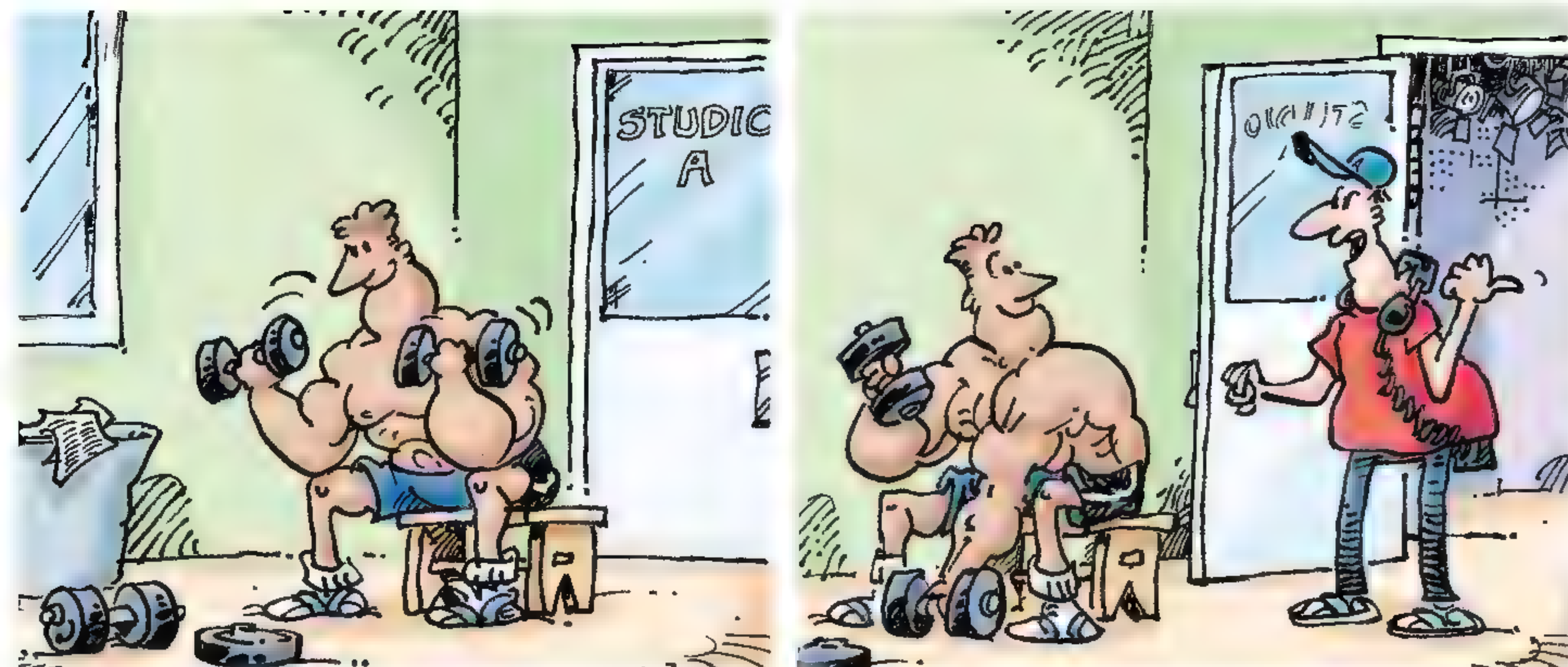
A MAD LOOK AT TV

zzzz



WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **CARRIE STRACHAN**





50 YARDS FROM THE PARKING LOT...

I GOT INTO CART WRANGLING BECAUSE I WANTED A JOB I COULD TAKE PRIDE IN. PHYSICAL, CHARACTER-BUILDING WORK. THESE DAYS, EVERYTHING'S THREATENED BY MACHINE TAKEOVER. I USE EXPERIENCE AND MUSCLE FORTIFIED BY GUMMY VITAMINS TO GET CARTS BACK INTO CUSTOMERS' HANDS.

Management says Mark has repeatedly "forgotten" to turn off the cart mules, causing them to collide with street traffic. He's on his second strike.

HEY, SKYLER! REMEMBER TO LIFT THAT ON/OFF SWITCH WITH YOUR THUMBS, NOT YOUR BACK!

CUSTOMERS HATE THE ELECTRIC CART MULES, TOO. THERE'S A PERSONAL TOUCH TO HAVING CARTS COLLECTED BY A HARDWORKING AMERICAN. CORPORATE DOESN'T GET THAT!

CART COUNT

(TODAY'S SHIFT)

CART MULE 240

MARK 36

I KNOW WHERE CARTS HIDE. OUR LOT IS ON A HILL, SO THEY PILE UP AT THE BOTTOM. NEWBIES ONLY COLLECT FROM THE CART-RETURN AREAS WITH THEIR PRECIOUS DOLLIES AND CALL IT A DAY.

SCREEECH!

WHOO! THAT'S THE JACKPOT, MAN!

KRARRROW!

FINDING THE CARTS IS ONLY HALF THE BATTLE. I'VE STILL GOT A LONG WAY TO GO TO RETURN MY BOUNTY AND GET MY PAYCHECK.

Management has repeatedly explained to Mark that he is paid at an hourly rate, not per cart he returns.

HELL ON WHEELS DEPT.

DREADLIEST CARTS

DISCLAIMER: The following program depicts very simple tasks executed in an extremely poor fashion. Viewer discretion is unwise.

WRITER AMANDA STELLBERG
ARTIST GIDEON KENDALL

MARK, WE COULD USE MORE CARTS INSIDE. NEED THE MULE?

NO WAY! I WRANGLE WITH THE BEST MACHINE ON THE MARKET-MY BODY, BABY!

HEY, MAN. I CAN JUST HOOK THOSE UP IF YOU WANT? IT'LL ONLY TAKE A SECOND.

I'M DOING ACTUAL WORK! SOMETHING YOU AND YOUR ROIDED-OUT ROOMBA KNOW NOTHING ABOUT! BACK OFF!

YYEEEEEEAAA! AAAHHH!

AND SO...

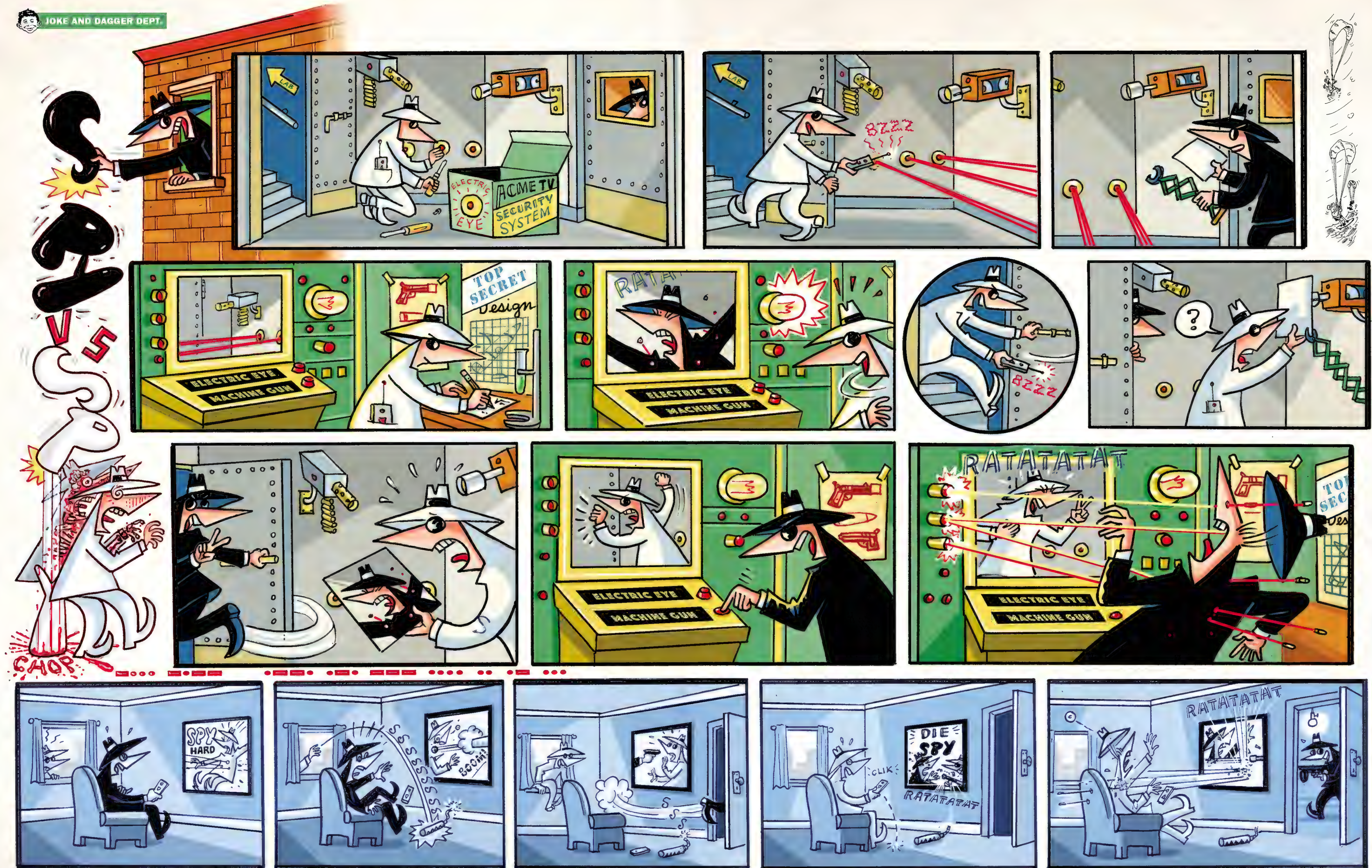
I'M A DYING BREED. PASSION FOR THIS JOB CAN'T BE WRITTEN INTO COMPUTER CODE AND UPLOADED INTO SOME BOT.

ANOTHER SLICE OF THE AMERICAN DREAM LOST TO THE DIGITAL ERA.

AT LEAST ROBOTS DON'T SHATTER THEIR ULNA AND SUE THEIR WORKPLACE.

Mark received a six-figure workers' comp settlement for his injuries on Sprawlmart property.

He went on to write a bestselling self-help book, ***The Cart of The Deal: Pushing Carts... And Limits.***



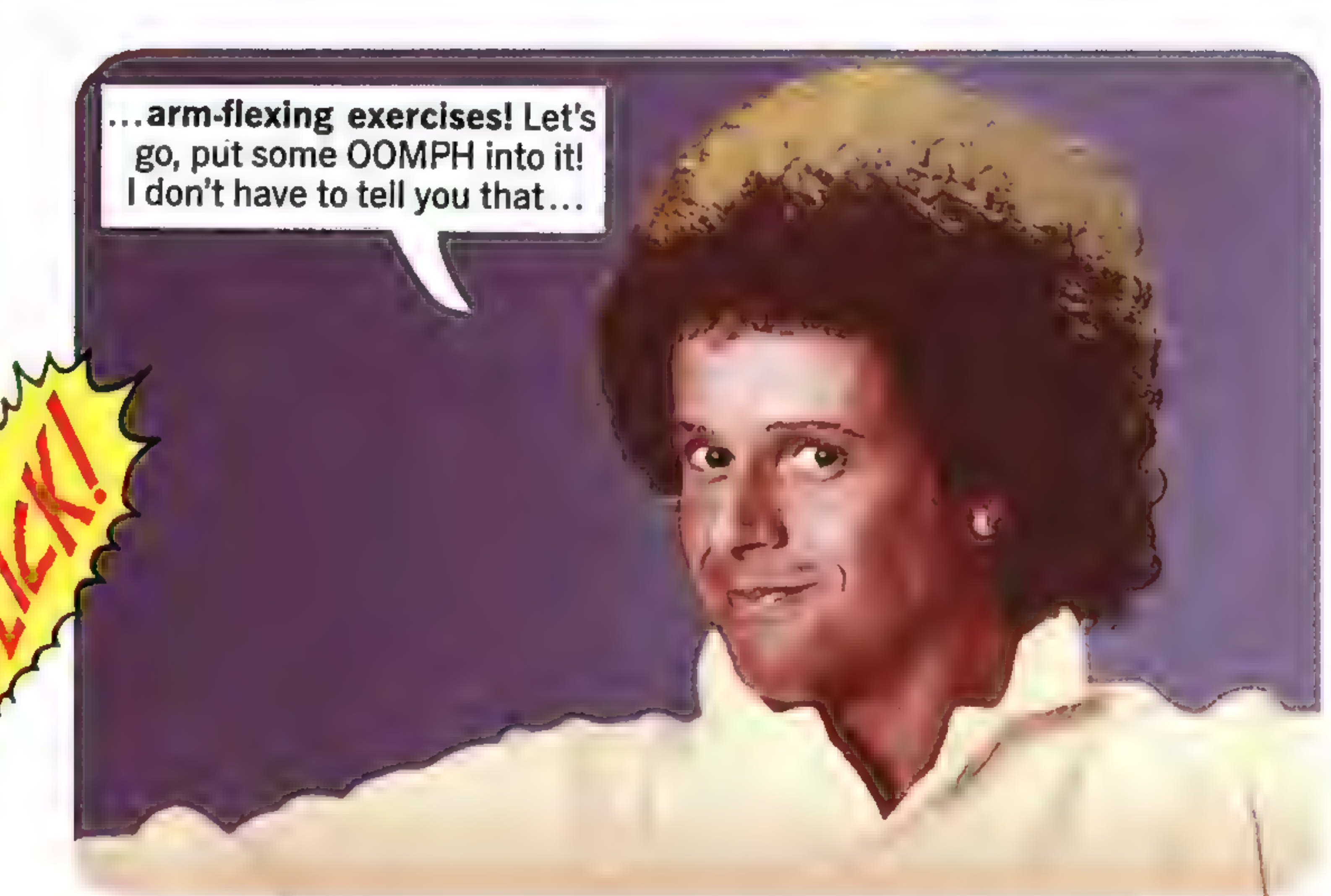
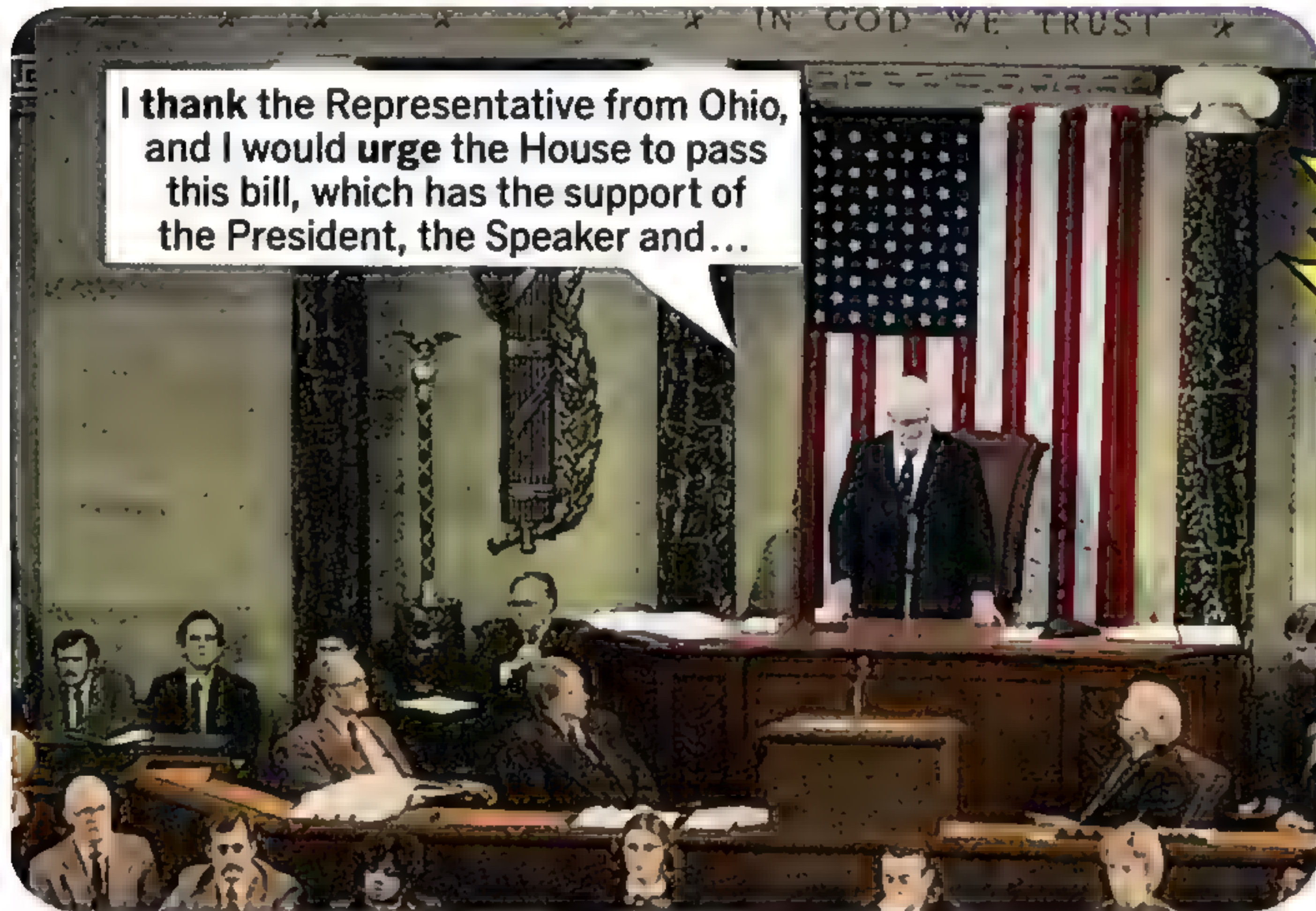


In the old days of television, people only had a few measly channels of boring programs to choose from. As a result, they usually spent all their time turning the selector knob to switch from station to station, vainly searching for something to watch. Now, with

cable TV, people have *dozens* of channels to choose from. Of course, the programs are as boring as ever, so now they spend all their time pushing the buttons on the cable box to switch from station to station, which creates a strange kind of craziness that we call...

MAD'S CABLE TV ROULETTE

WRITER MIKE SNYDER COLORIST NATHAN KANE

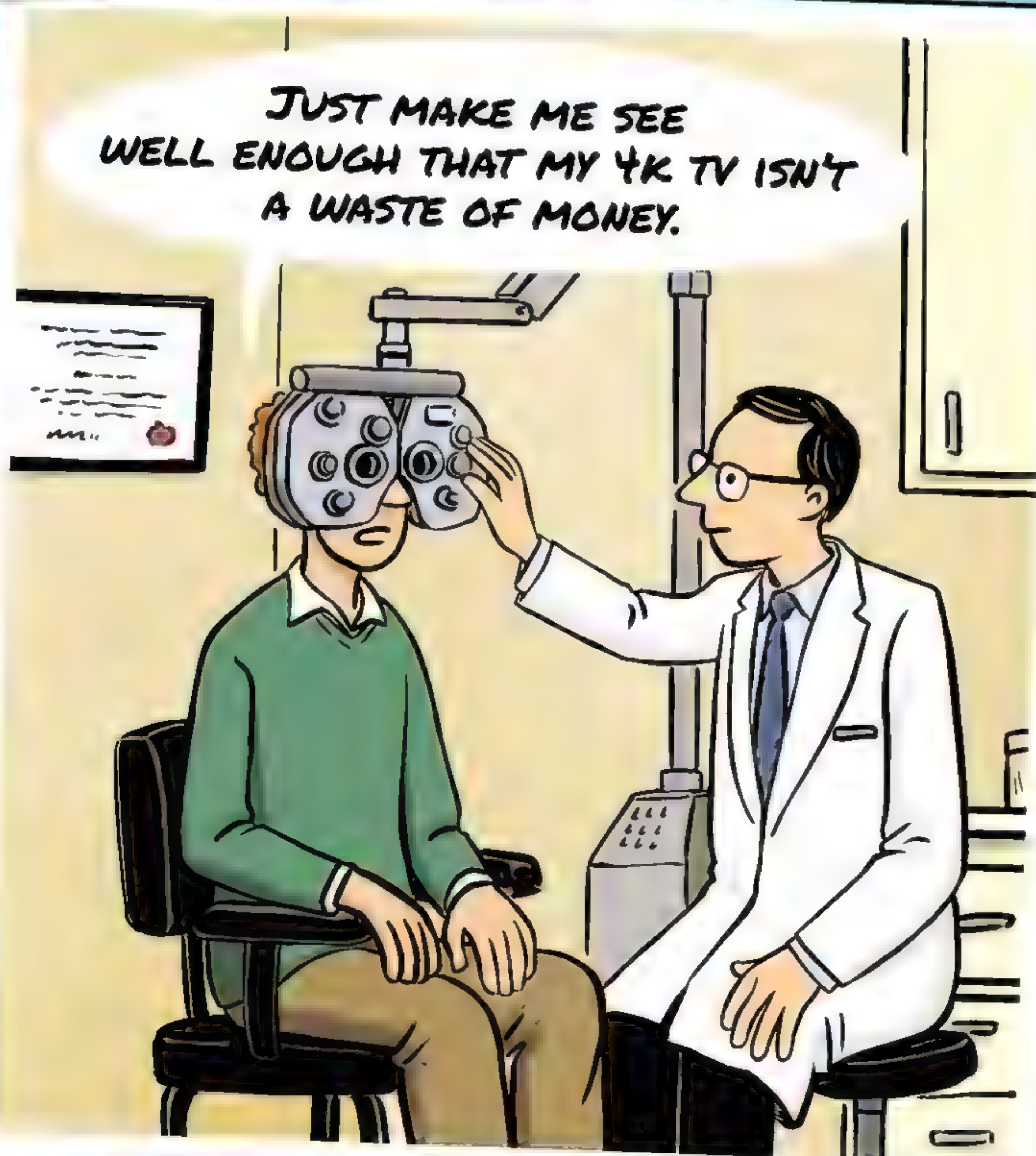






Meanwhile...

WRITER IAN BOOTHBY
ARTIST PIA GUERRA





WE GOT YOUR PENUMBRA DEPT.

Who knows what evil lurks
in the hearts of humanity?

THE SHADOW KNOWS



WRITER & ARTIST **SERGIO ARAGONÉS**





No one can fault the success of teaching children basic things in entertaining ways, and the television series "Sesame Street" does it better than most. Unfortunately, it helps little Johnny to read—but not between the lines! What we need is a television show that will prepare our youth for what really lies ahead, a program like...

WRITER DICK DEBARTOLO

MAD'S

ARTIST JACK DAVIS

REALITY STREET

Crummy day ...
Smoggy sky's charcoal gray!
On my way past where
the bullies meet ...
Is there a way to avoid,
To avoid Reality Street?

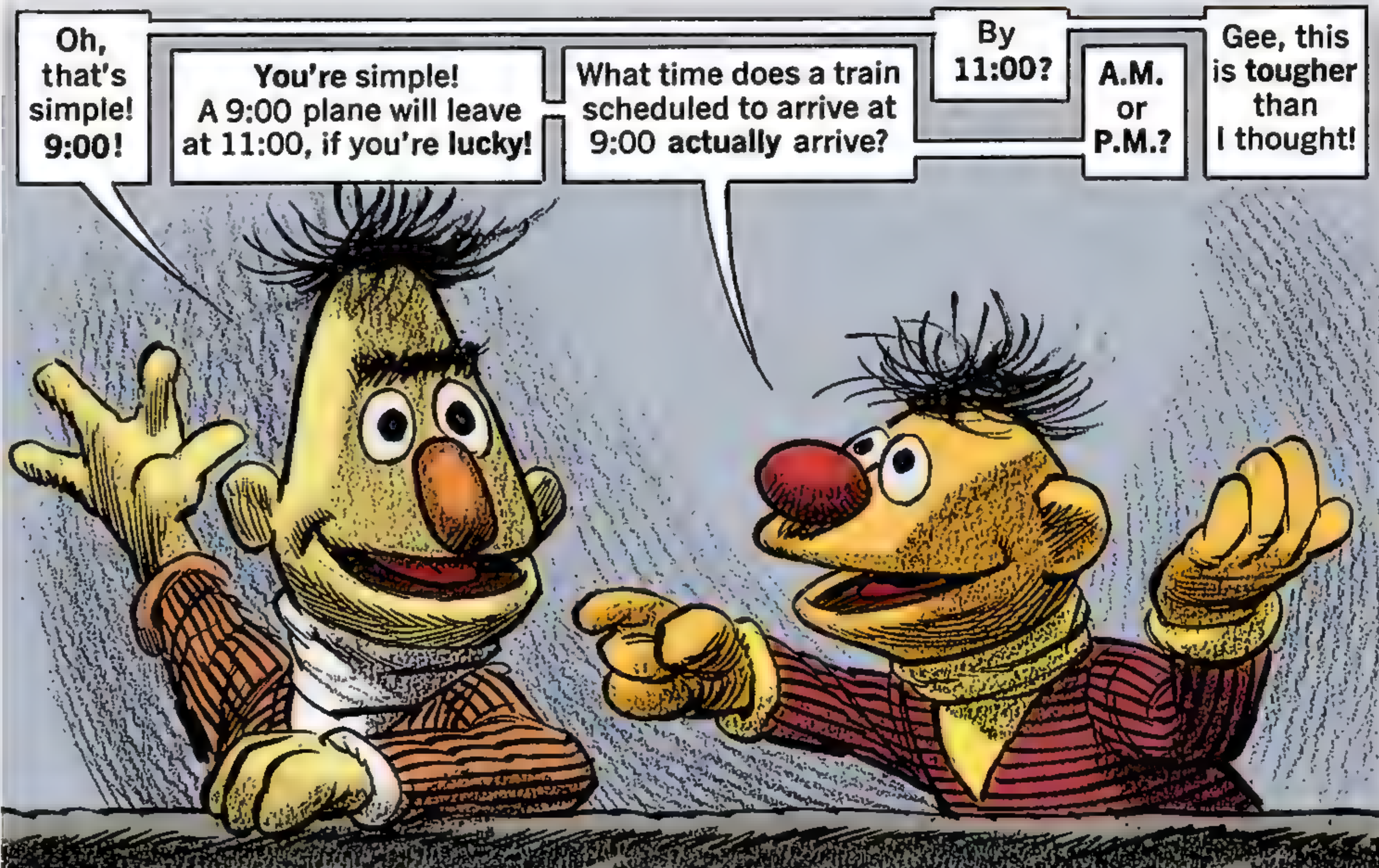
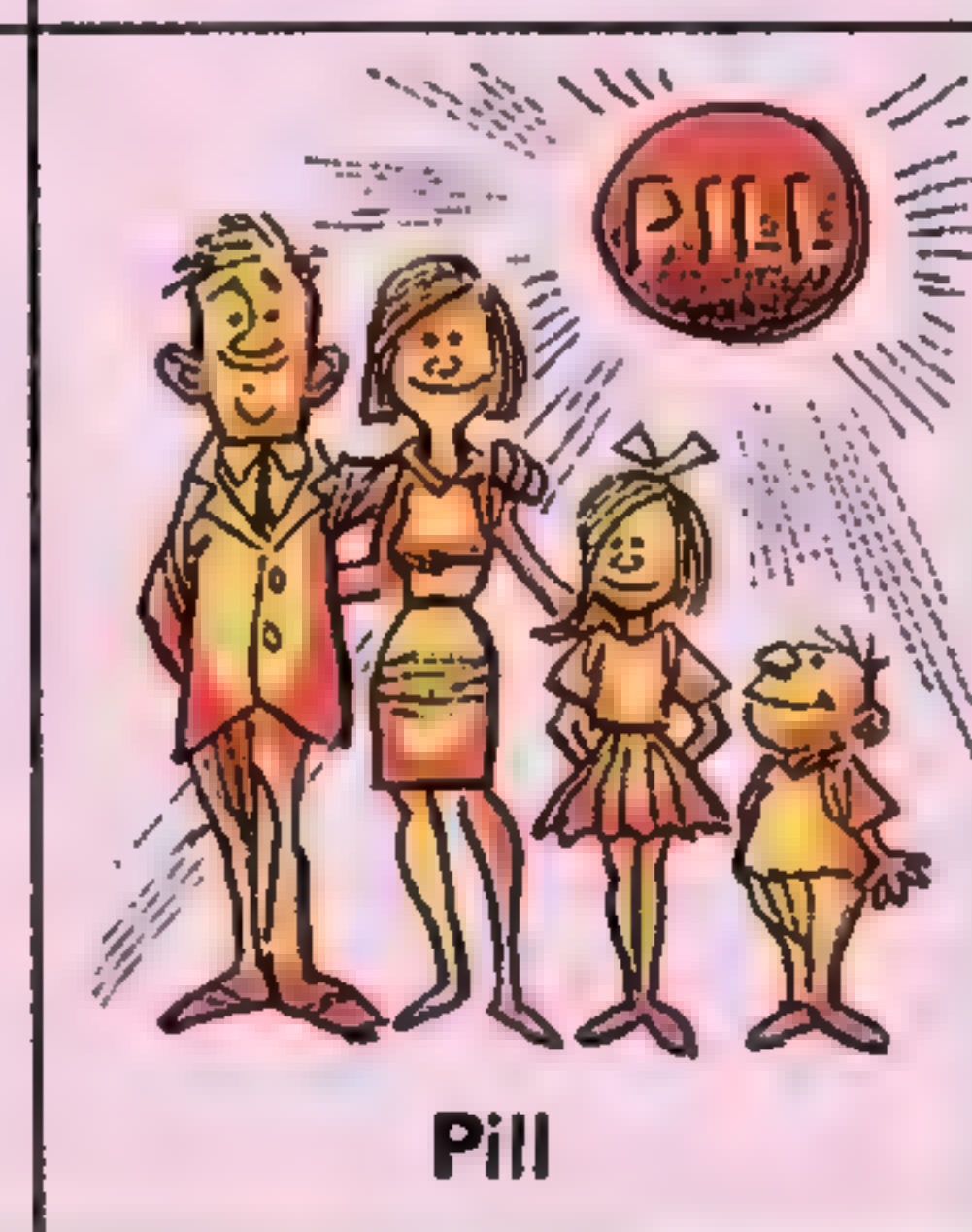
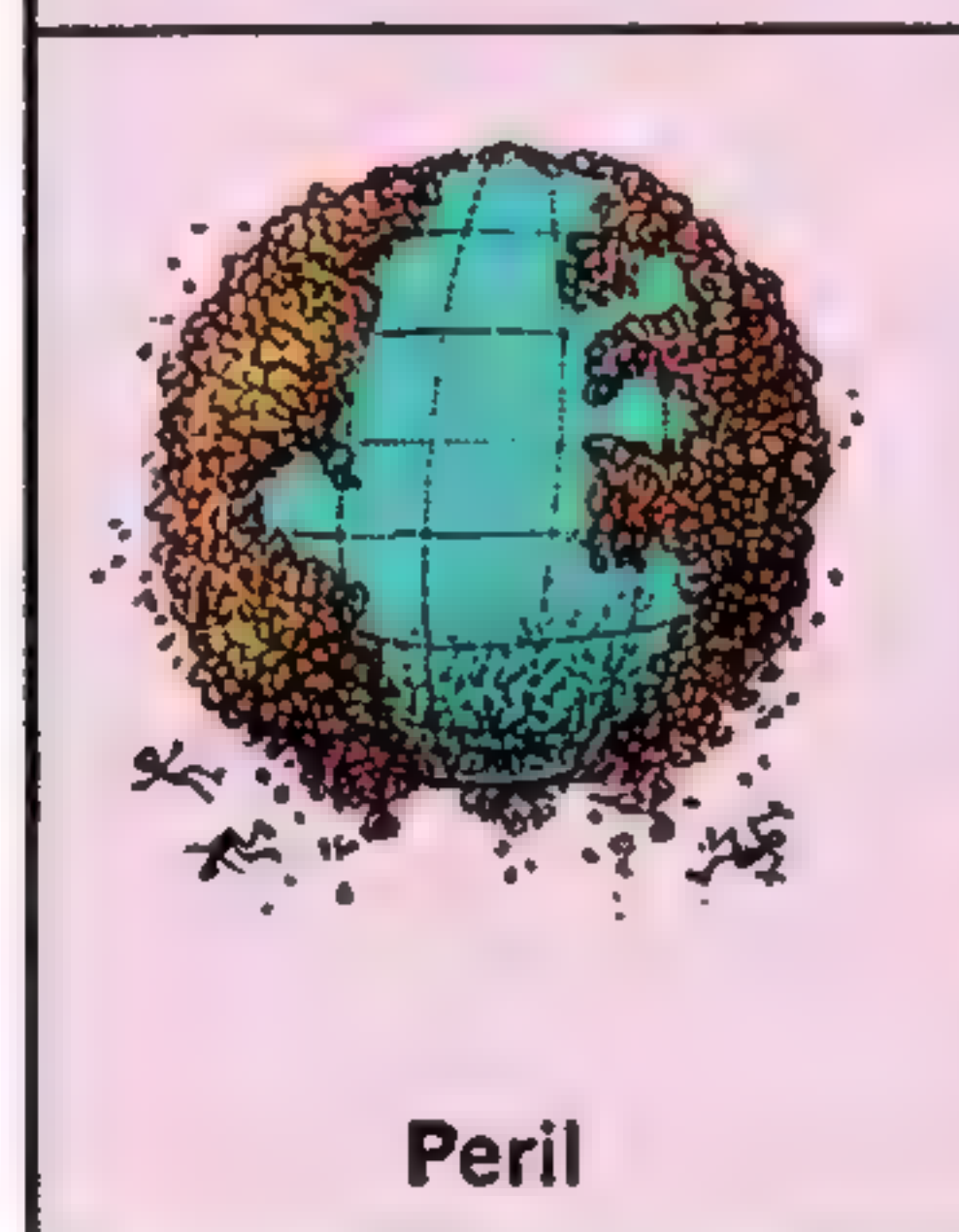
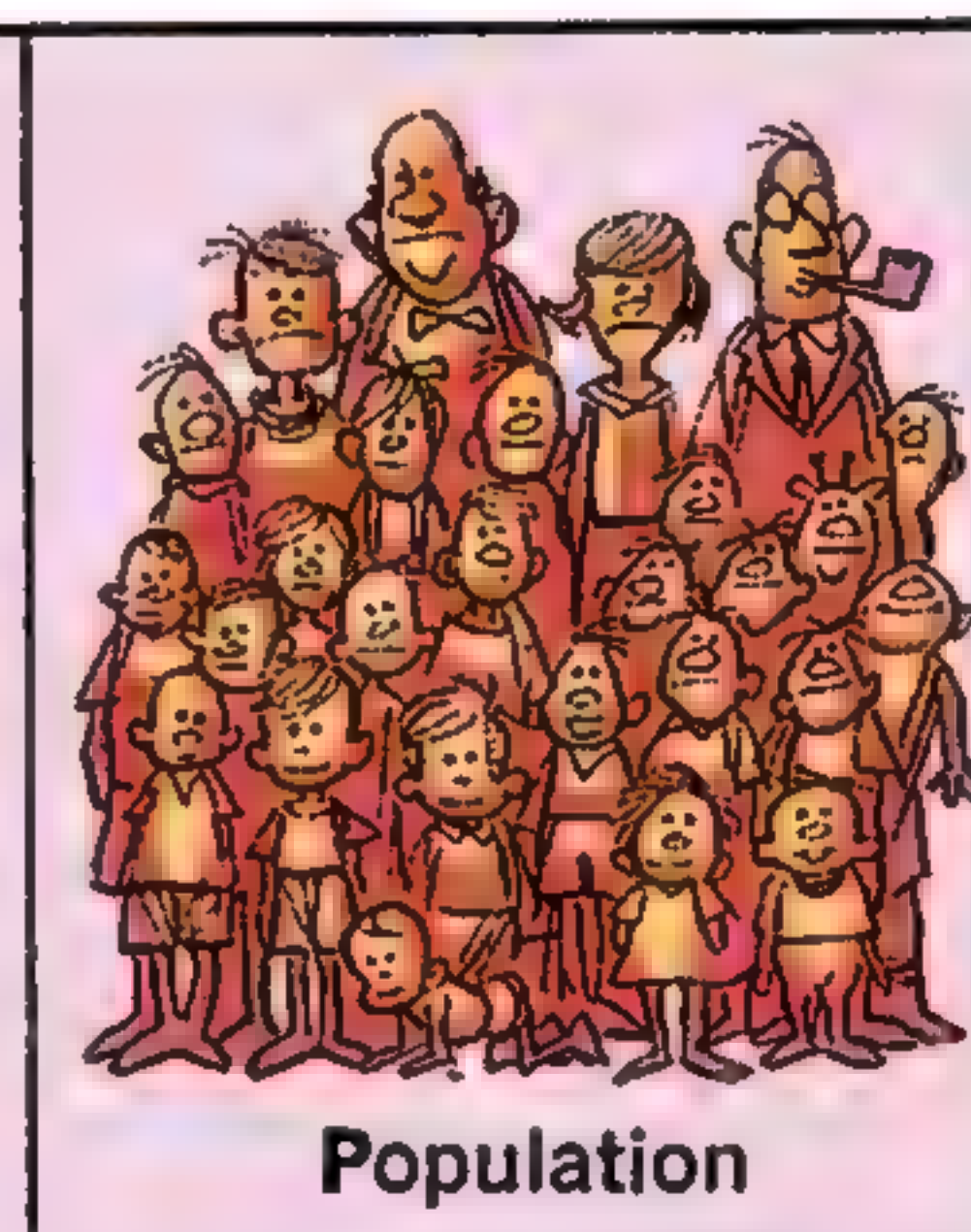
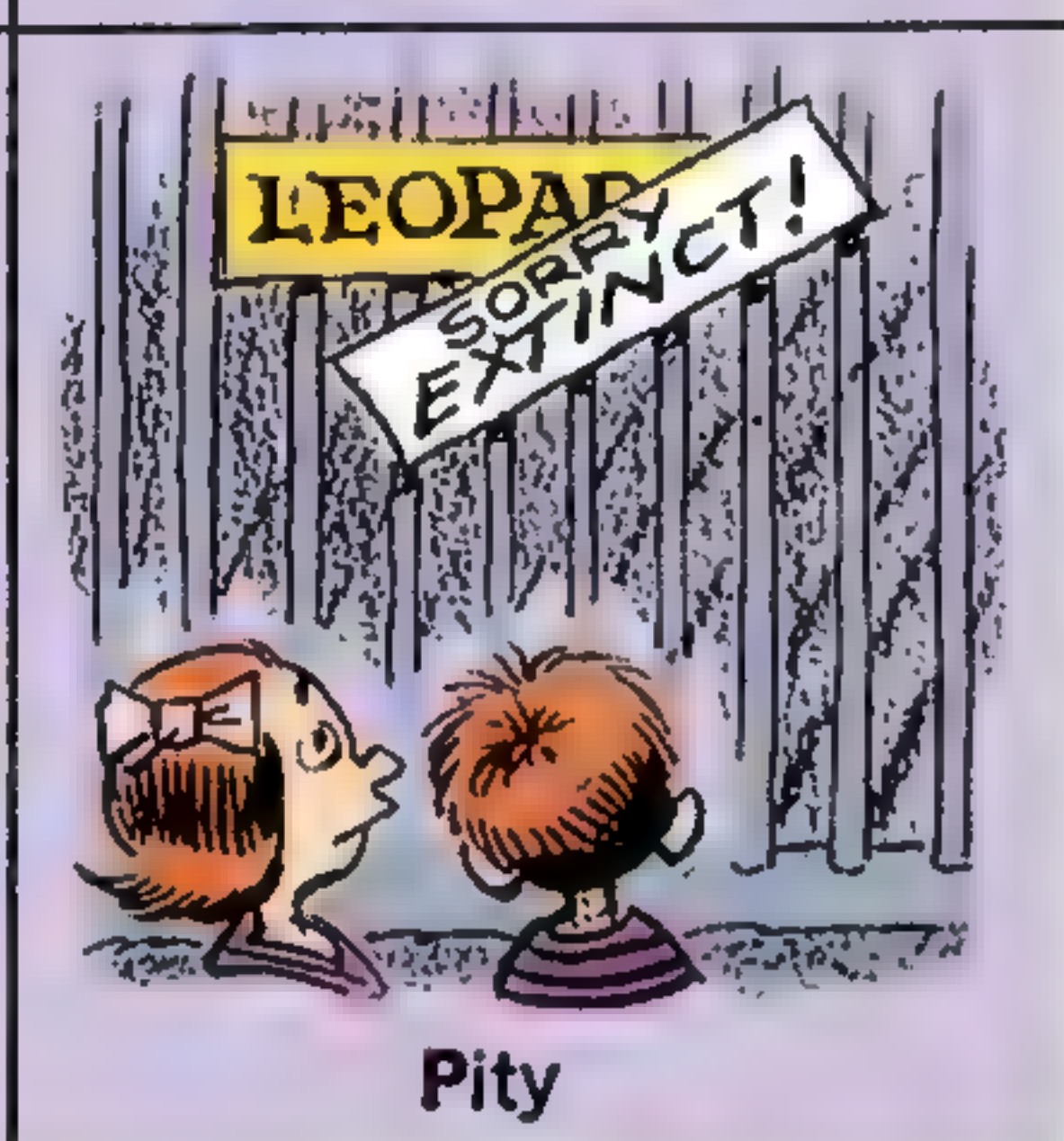
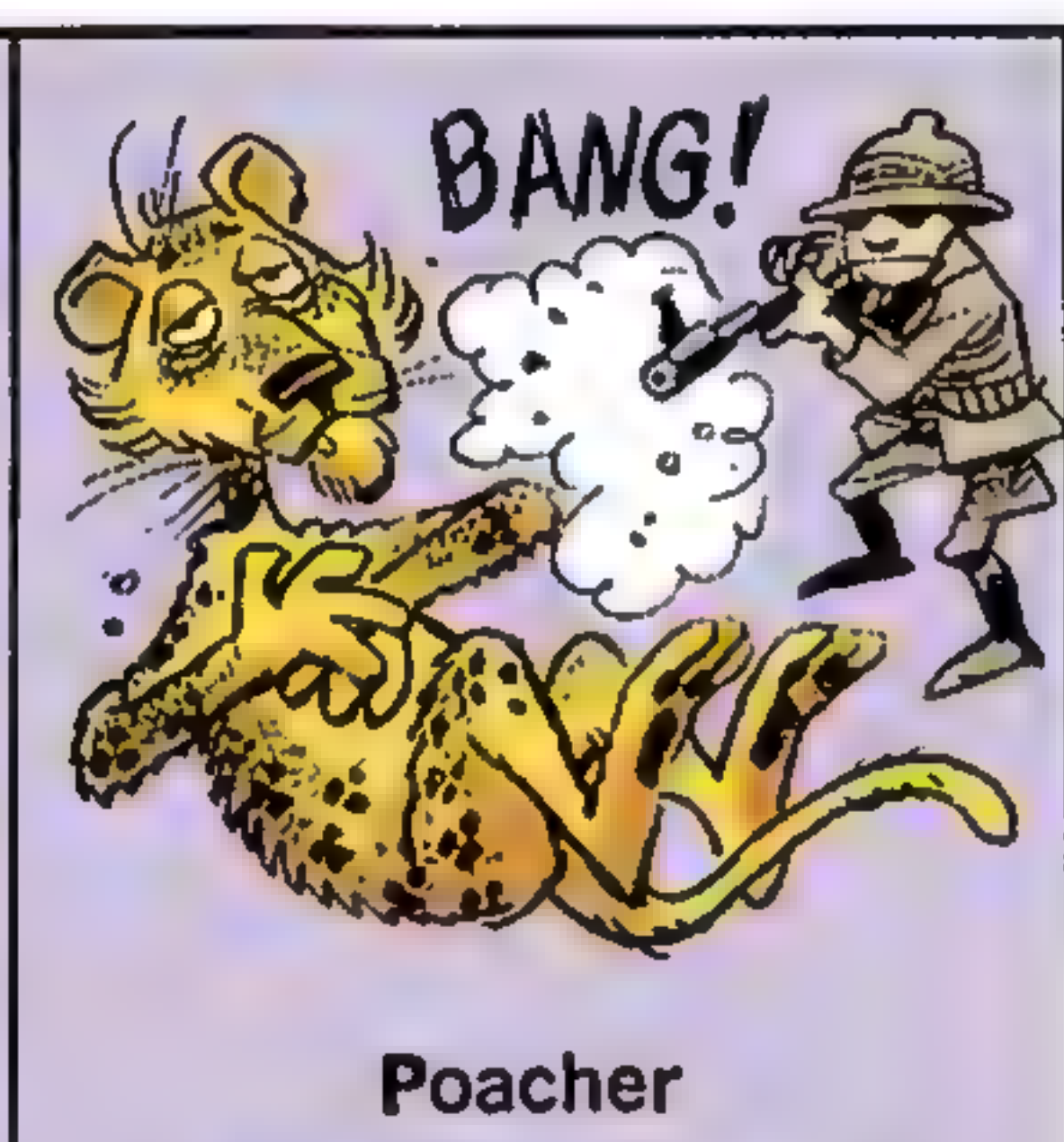
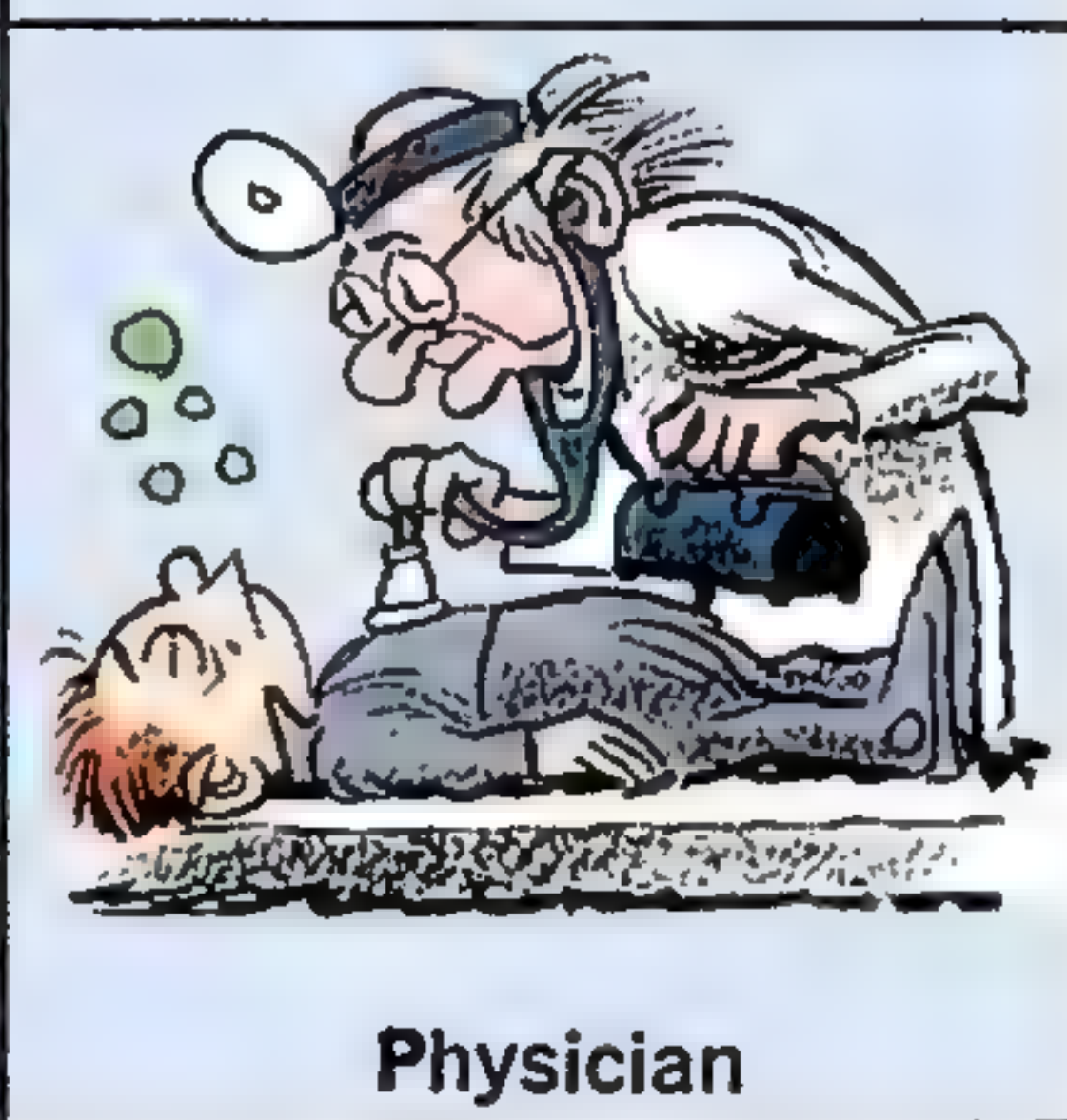
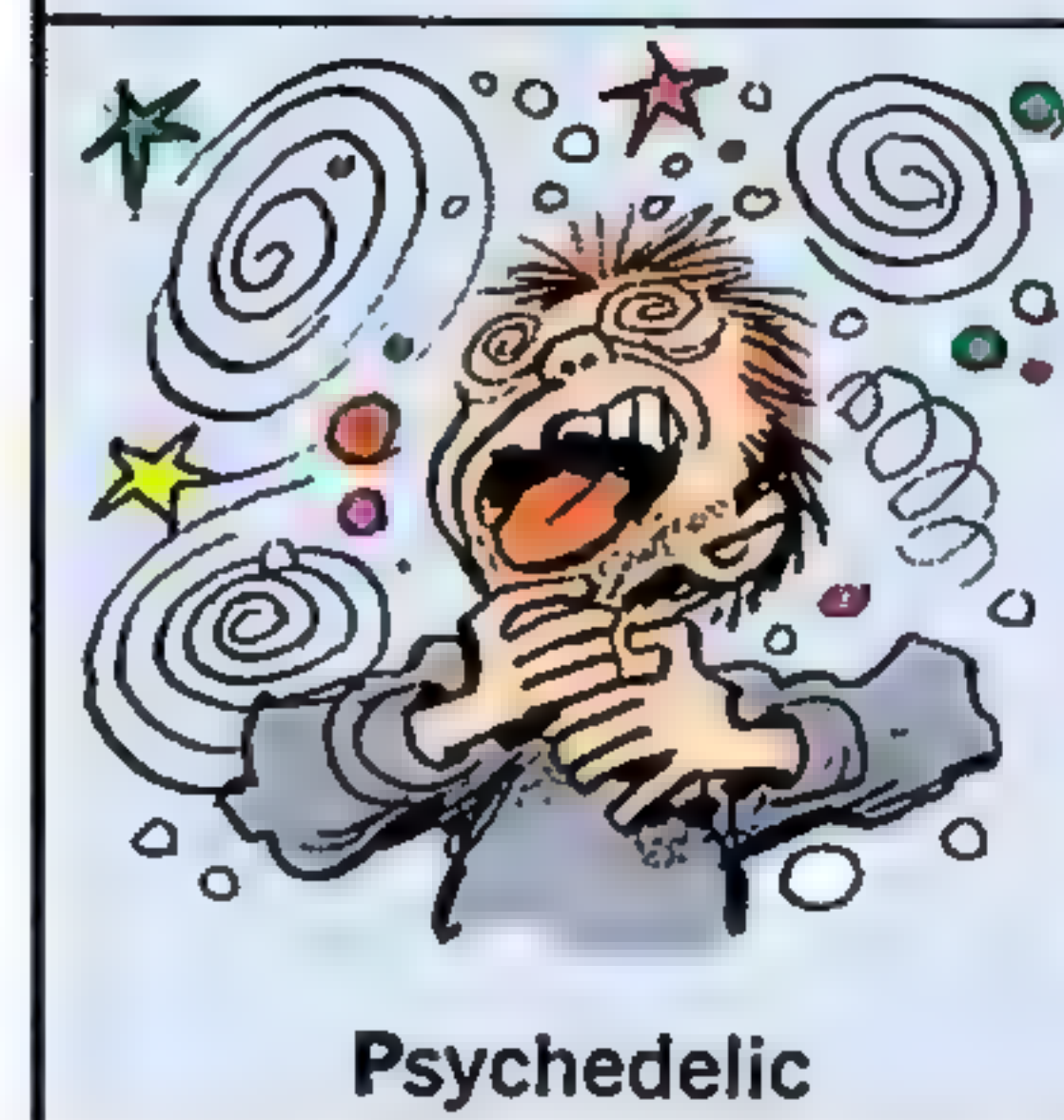
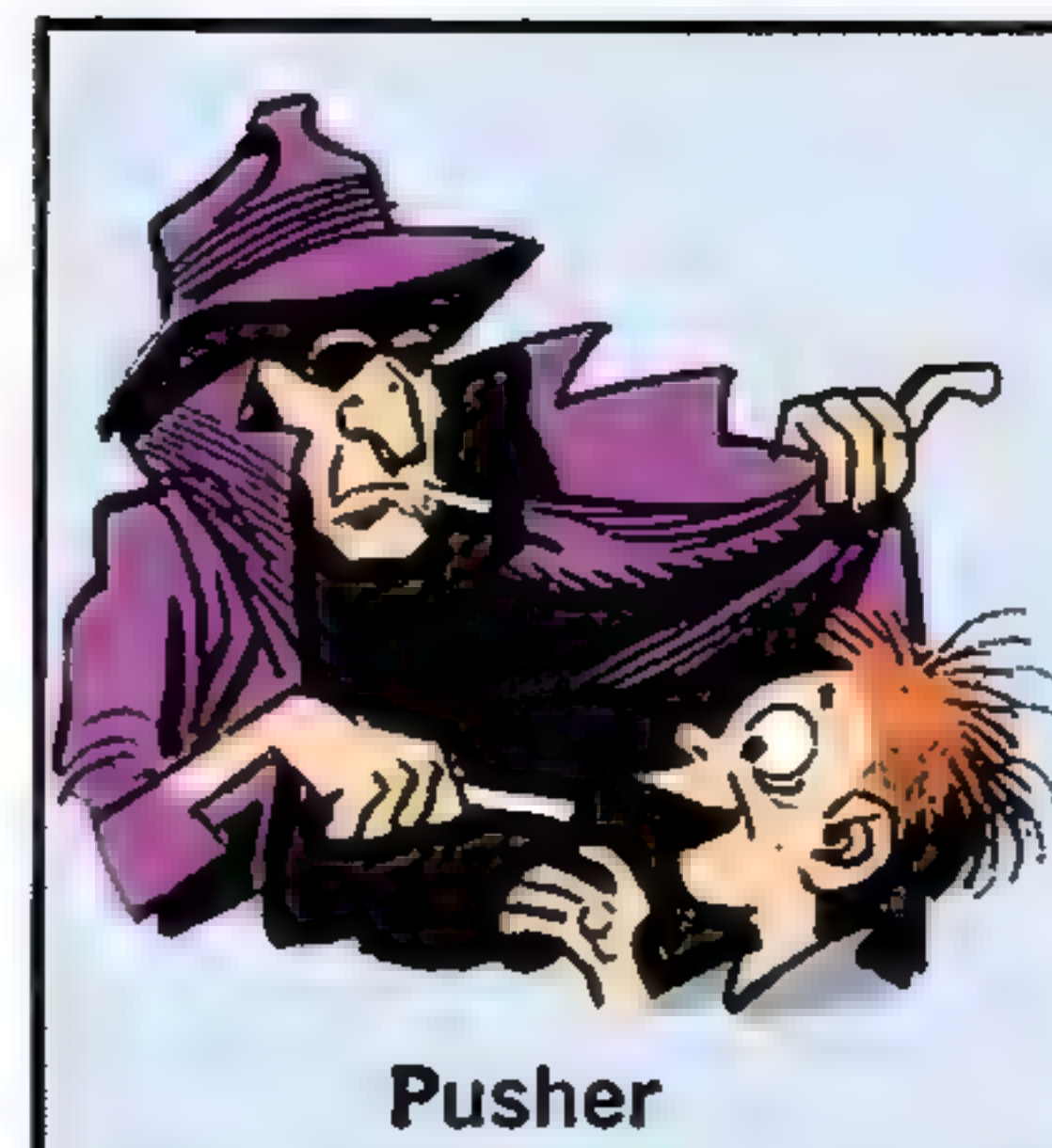
What a life ...
Everywhere's doom and strife!
Hostile neighbors shout,
They're down and out!
Is there a way to escape,
To escape Reality Street?

It's a street of depression,
Corruption, oppression!
It's a sadist's dream
come true!
And masochists too!
People who like a ...

Crummy day!
Smoggy sky's charcoal gray!
We're on the avenue
of defeat ...
Is there a way to evade,
To evade Reality Street?



COLORIST NATHAN KANE





Don't worry, you'll catch on. Now let's take another true-to-life situation! You are invited to a party. The card says 8:30 P.M. What time do you make your entrance, Curt?

Not 8:30?

No, 8:30 is the time you start to get dressed! You should arrive no earlier than 9:30!!

But suppose they really wanted me there at 8:30?!

Then, silly, they would have asked you to come at 7:30!

I think I'd better go back to the big hand and the little hand bit, Ornerly...

Okay, we'll come back to it later...

When's later?

That's your next lesson! In reality, "later" can mean weeks, months, or even years from now, but more often than not, the word later means never!

Wouldn't it be more honest just to come out and say "never"?

Honest, yes, but smart no! On Reality Street you have to keep one step ahead of the next guy, and the way to do it is by sincere insincerity!

Can you lend me 10 bucks?

Sure! When'll you pay me back?

Later!

You're learning, Curt, you're learning!

Oh, hi, Cake Monster! How about a piece of delicious cake I just bought in the store?

Ugh... tummy ache... pain... bad news... ugh... no more cake!

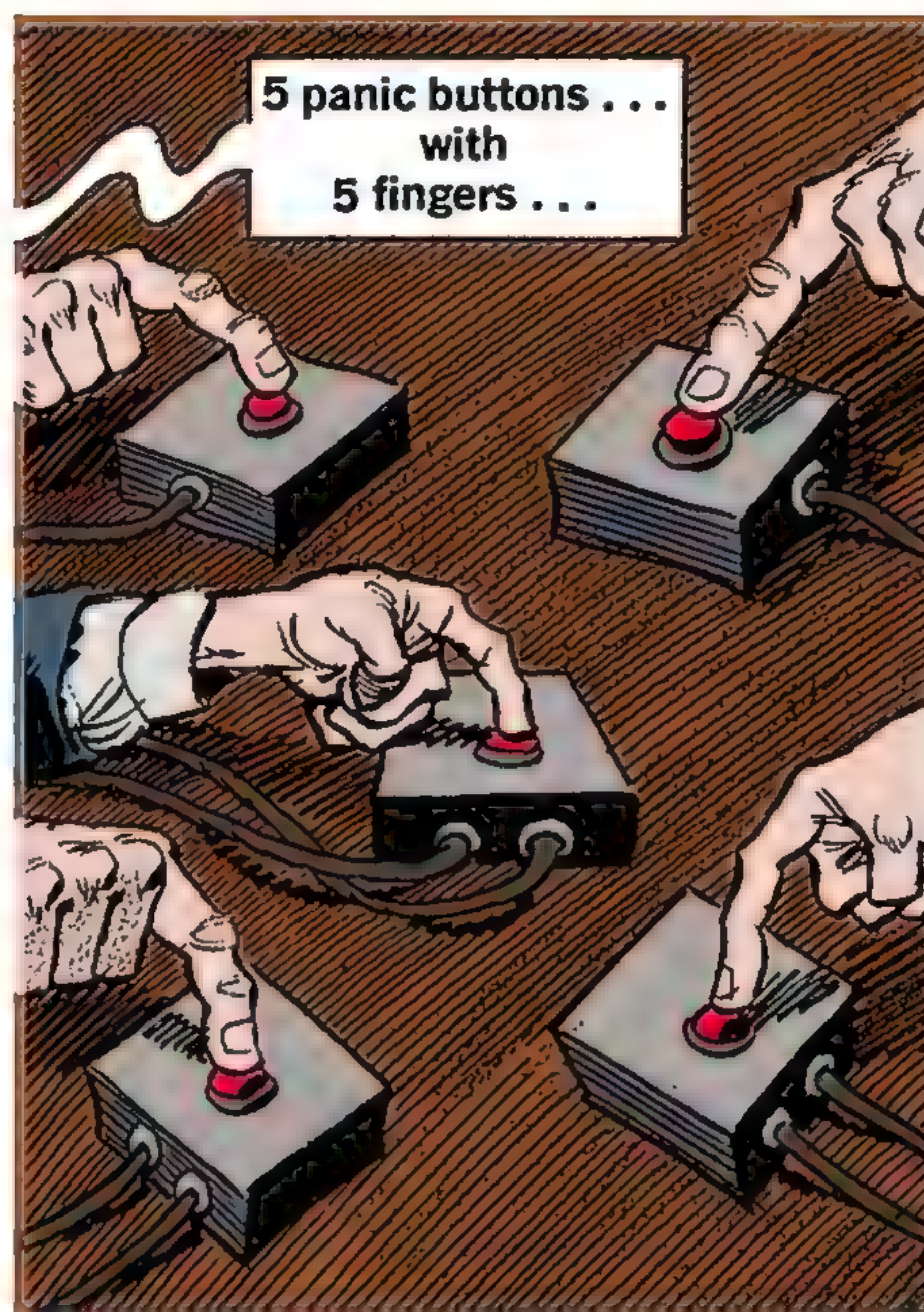
Tummy ache? From cake? With all those healthy ingredients?

Just... ugh! read label... pain...

Contains emulsifiers, reconstituted dry milk, imitation color, sodium benzoate, glycerine...

Ugh... suffering... pain...

... sodium propionate, monosodium glutamate, potassium sorbate... lecithin and vanillin...

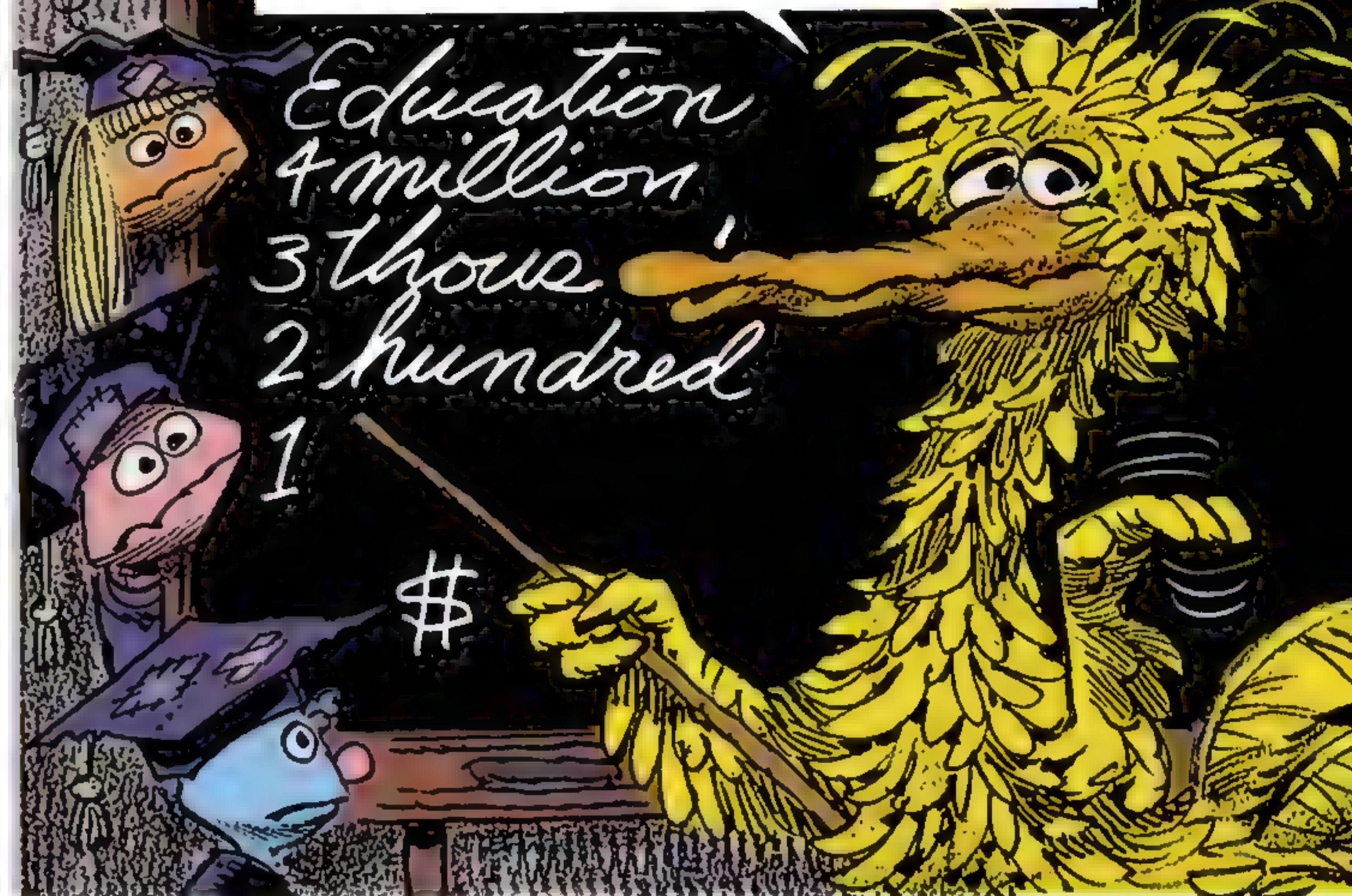




Hi! I'm Dirty Bird, and now it's time to count like the government counts . . . ready? Okay, Military! One million, two billion, three trillion, four zillion! That's called escalation of numbers!



Now it's time for cutting down! Okay, now, tighten your belts and begin on education! Four million, three thousand, two hundred, one! That's it! Bye!



Hey, Curt, what's that you have?

A toy telephone, Scary!



Gee, it looks just like a real phone!



It works just like a real one, too! Watch! Dial my number—4448!



This is fun! 4-4-4-8...

I'm sorry, but your call did not go through! Be sure you are dialing correctly! Hang up and dial again! Thank you!

Try again, Scary!



Okay . . . 4-4-4-8

I'm sorry, but the number you have reached is not a working number! Please check your local directory!

C'mon, try again!



All right, Curt, but this isn't as much fun as I thought it would be! 4-4-4-8

I'm sorry, but all the circuits are busy at this time! Please try again later. Thank you!

Great, huh?





Great? Why, I tried 3 times and couldn't get you once!

That's what makes this toy phone so real! If you did get me it would spoil everything!

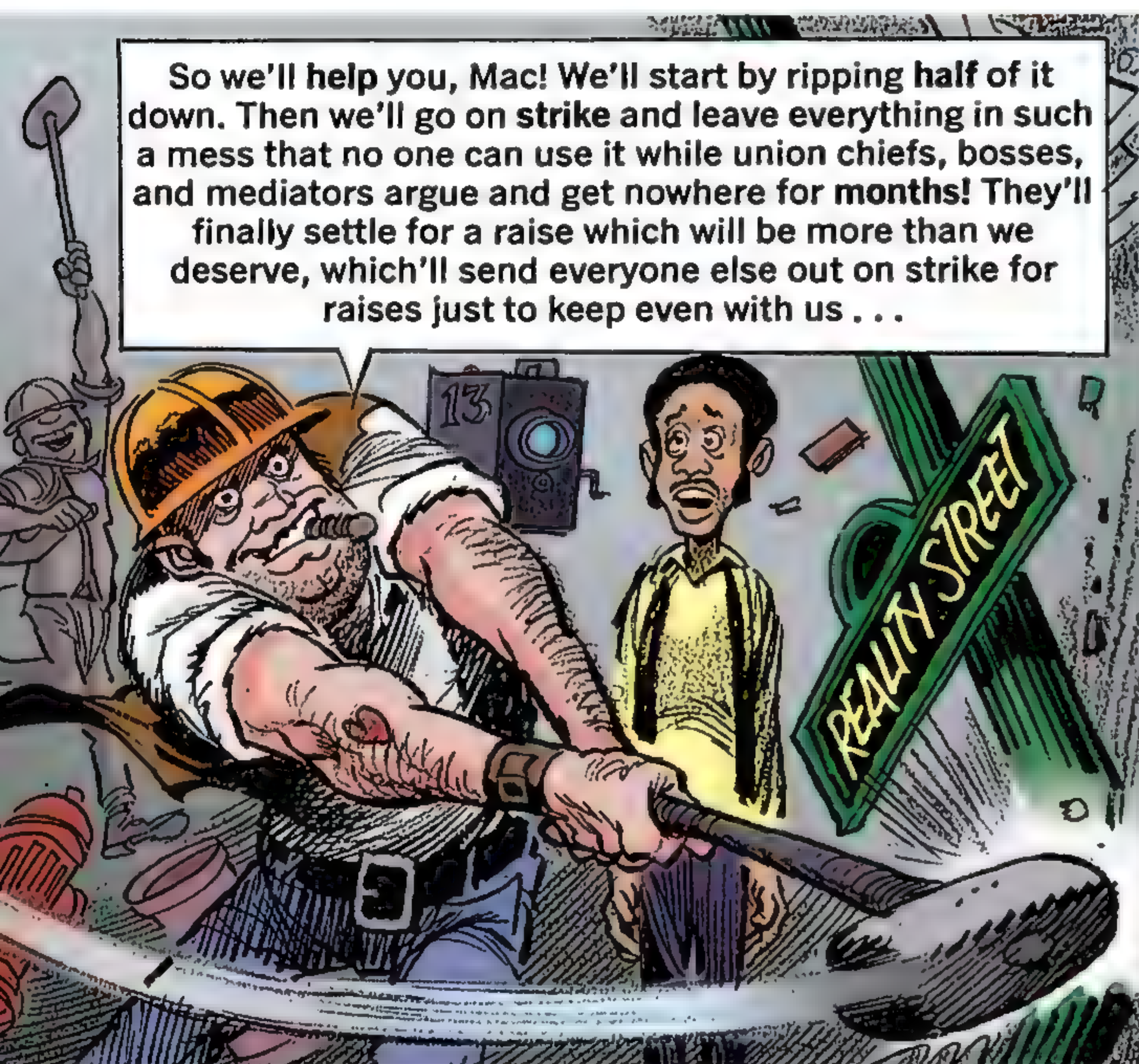


Well, it looks like we've run out of time for today! But we'll be back tomorrow to bring you another . . .

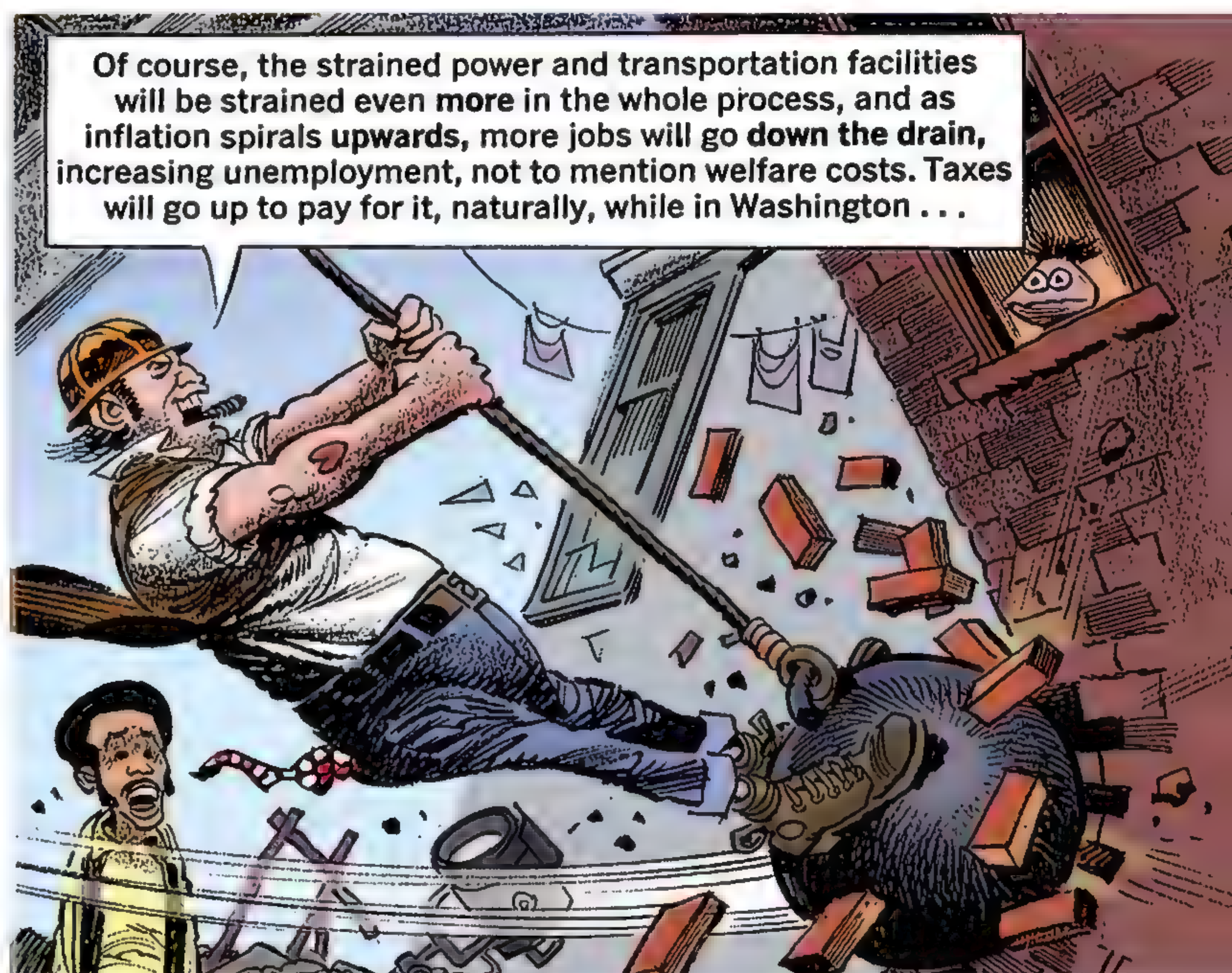


Fat chance, buddy! We're here to knock this set down!

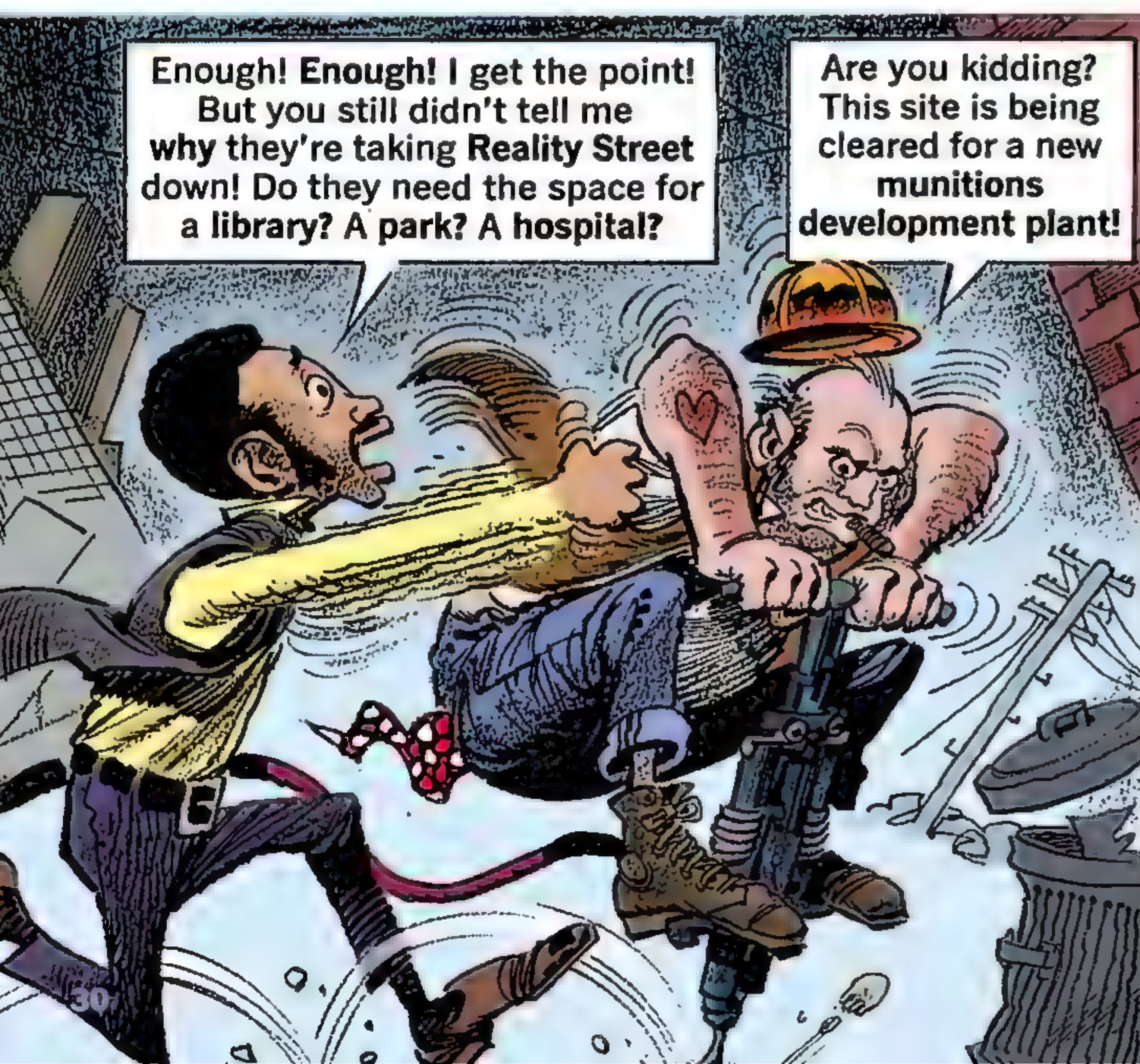
But you can't do that! This is Reality Street, especially constructed to show our young people about life today!



So we'll help you, Mac! We'll start by ripping half of it down. Then we'll go on strike and leave everything in such a mess that no one can use it while union chiefs, bosses, and mediators argue and get nowhere for months! They'll finally settle for a raise which will be more than we deserve, which'll send everyone else out on strike for raises just to keep even with us . . .

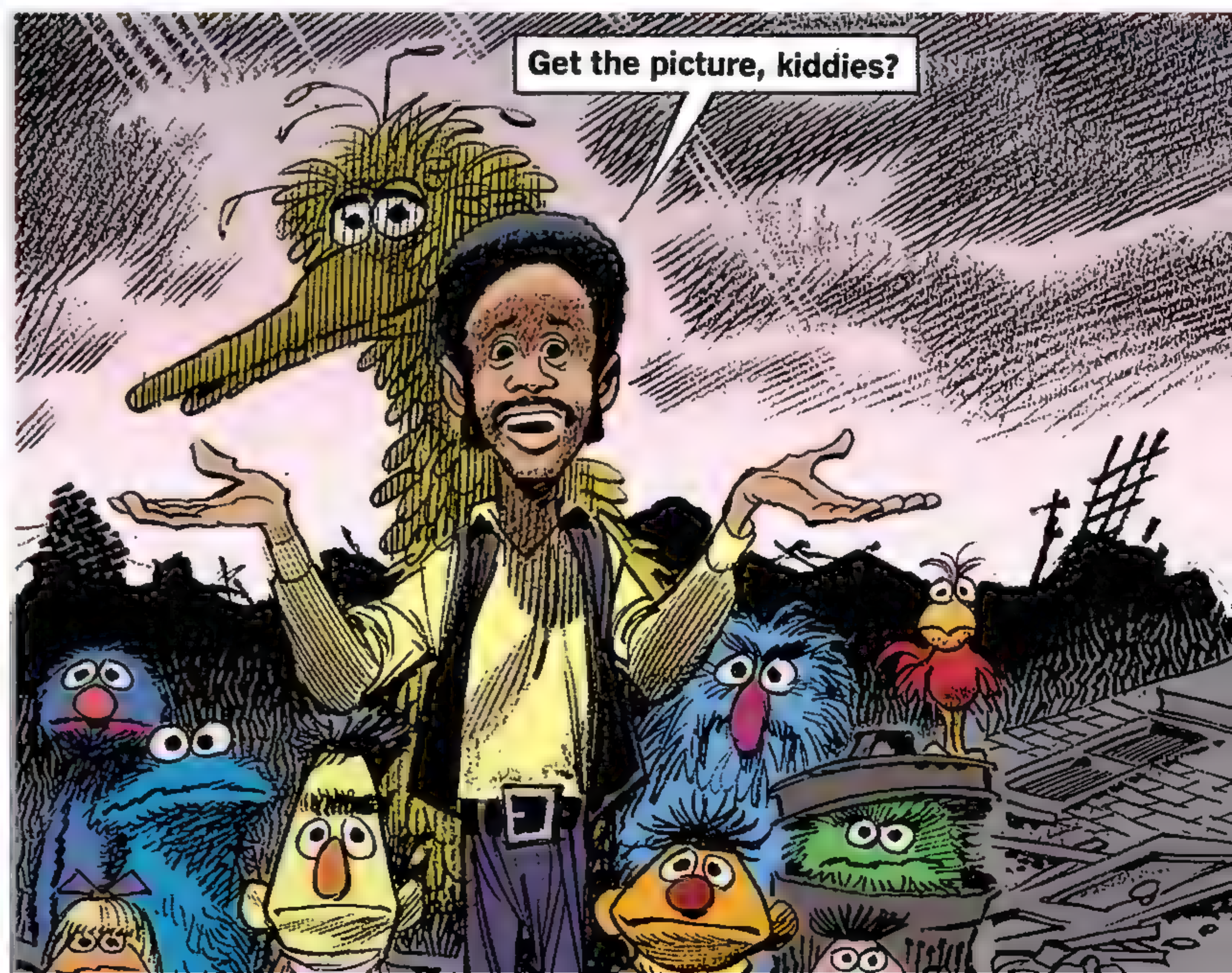


Of course, the strained power and transportation facilities will be strained even more in the whole process, and as inflation spirals upwards, more jobs will go down the drain, increasing unemployment, not to mention welfare costs. Taxes will go up to pay for it, naturally, while in Washington . . .



Enough! Enough! I get the point! But you still didn't tell me why they're taking Reality Street down! Do they need the space for a library? A park? A hospital?

Are you kidding? This site is being cleared for a new munitions development plant!



Get the picture, kiddies?



Model R 270. 23" over-all diagonal. 282 sq. inch viewing area. Complete with carrying handle and folding legs.

Feast your eyes on the first
and only television set with
no picture tube at all

General Realistic
ENJOY-THE-VIEW
TELEVISION

Let your own eyes convince you that
there's a wonderful world out there!

People have been so conditioned
to watching TV these days that they
no longer appreciate the real world
around them. Not unless they see it
on their television screen at home.

To solve this problem, General
Realistic engineers have designed a
whole new line of television sets —
without picture tubes!

With any new General Realistic
"Television Set-Without-A-Picture-
Tube", you can once more enjoy the
sights of the outside world. Merely

study those sights through the vivid
"Enjoy-The-View" clear-air screen.

So, get out of your living room
today! Go get yourself a new General
Realistic Portable "Dummy TV" set.
*Put it down anywhere, and begin to
observe "real life" again!*



Protest Is Our Most Important Progress

GENERAL  REALISTIC

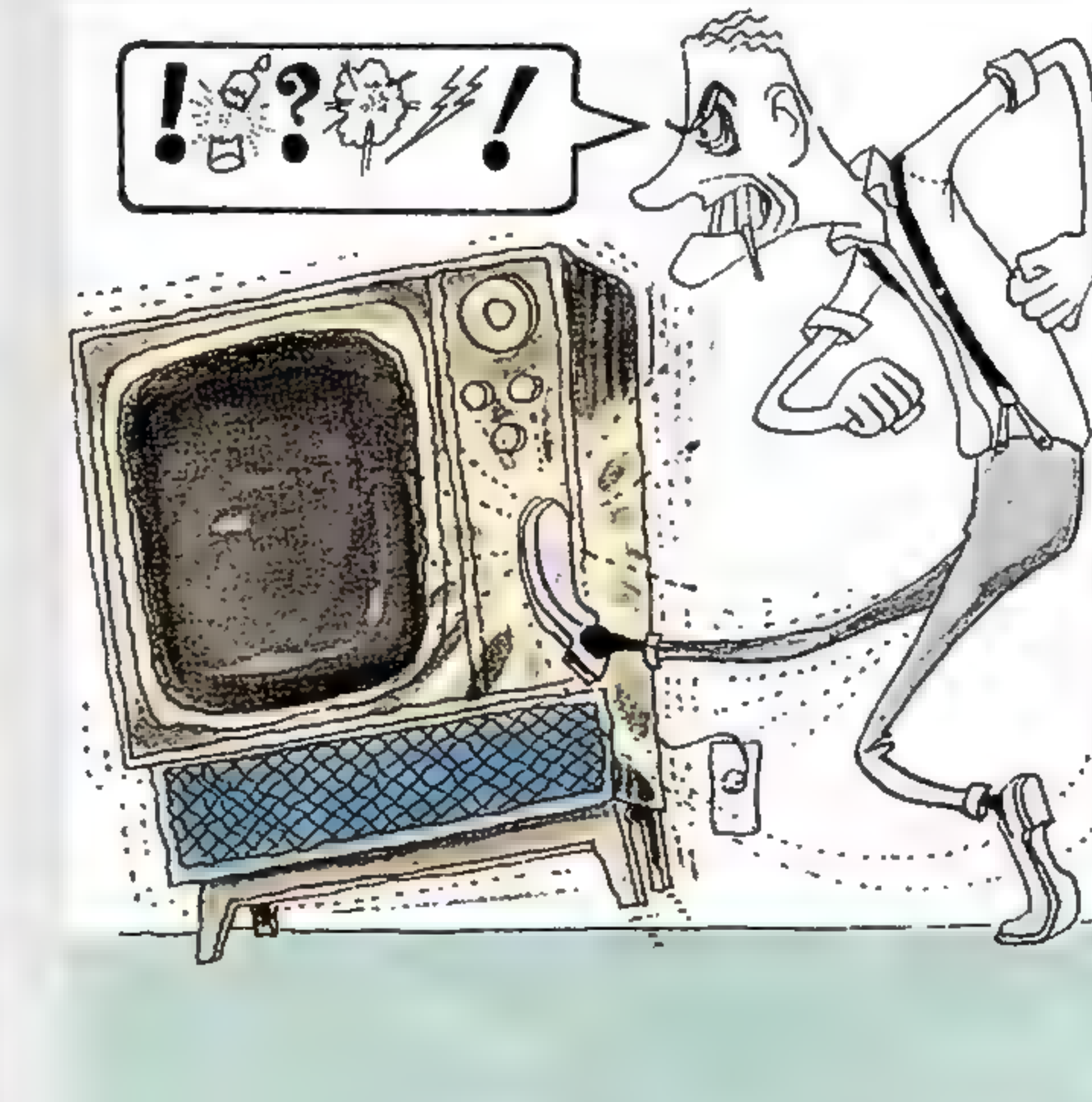
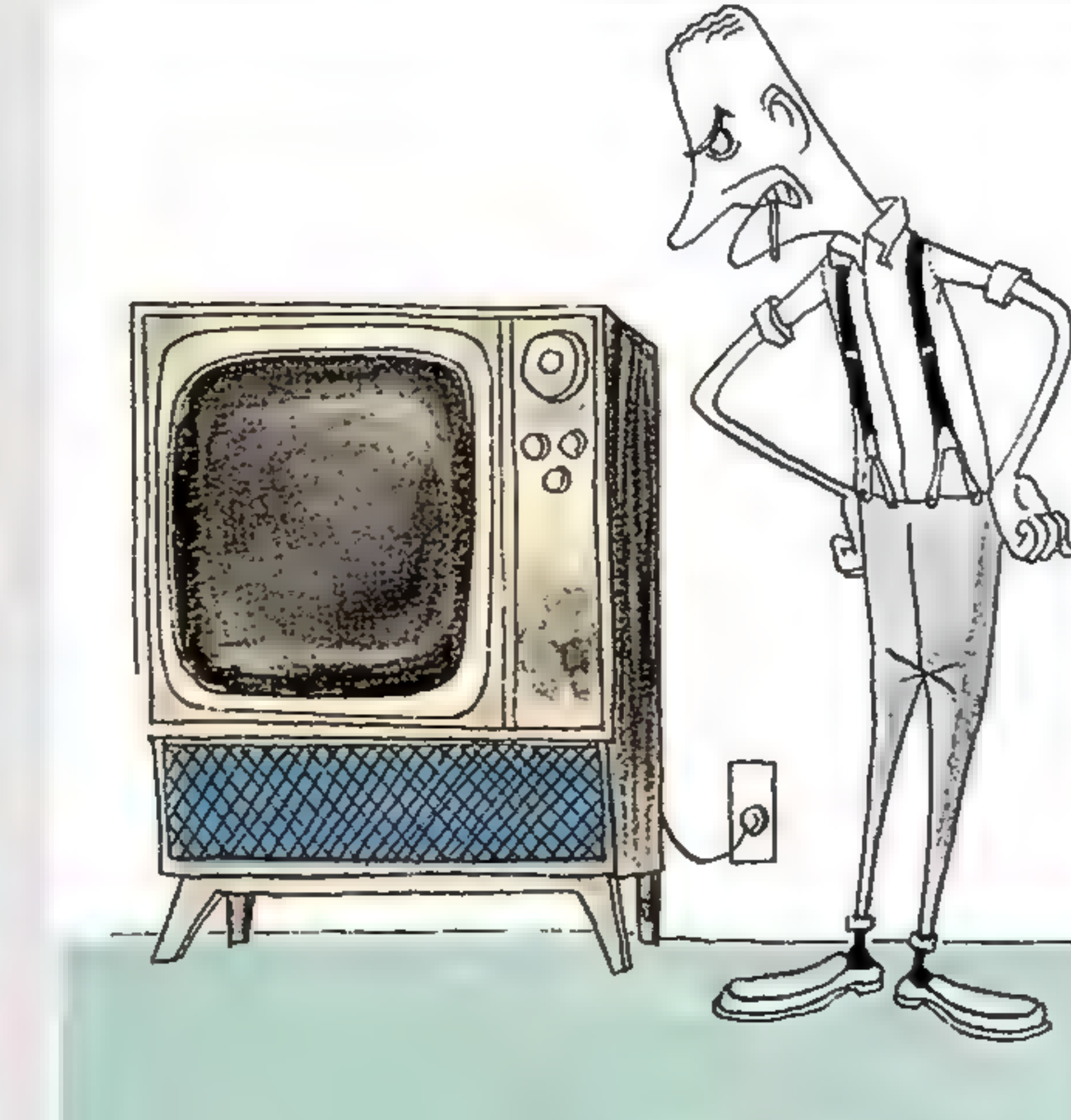
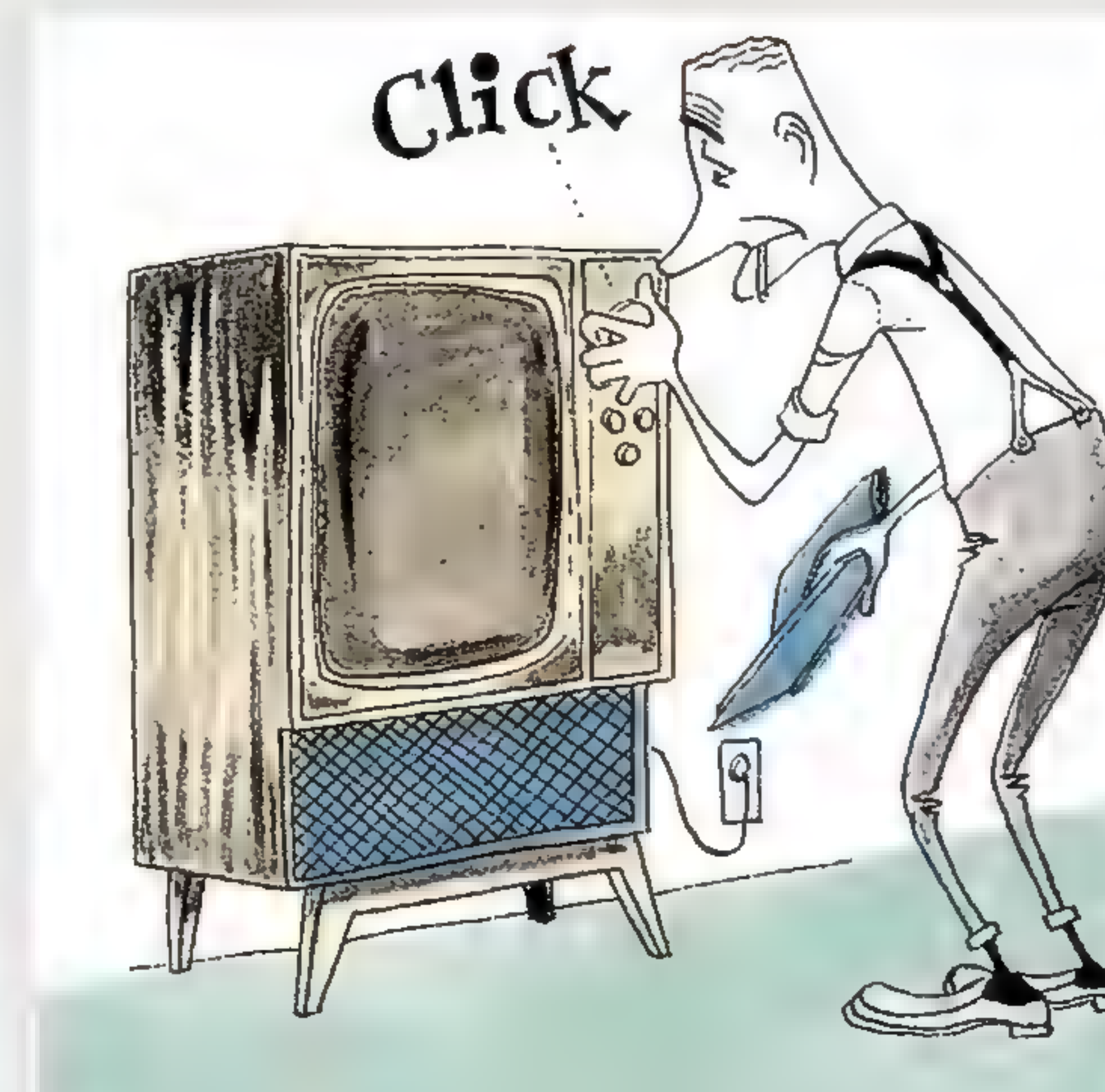
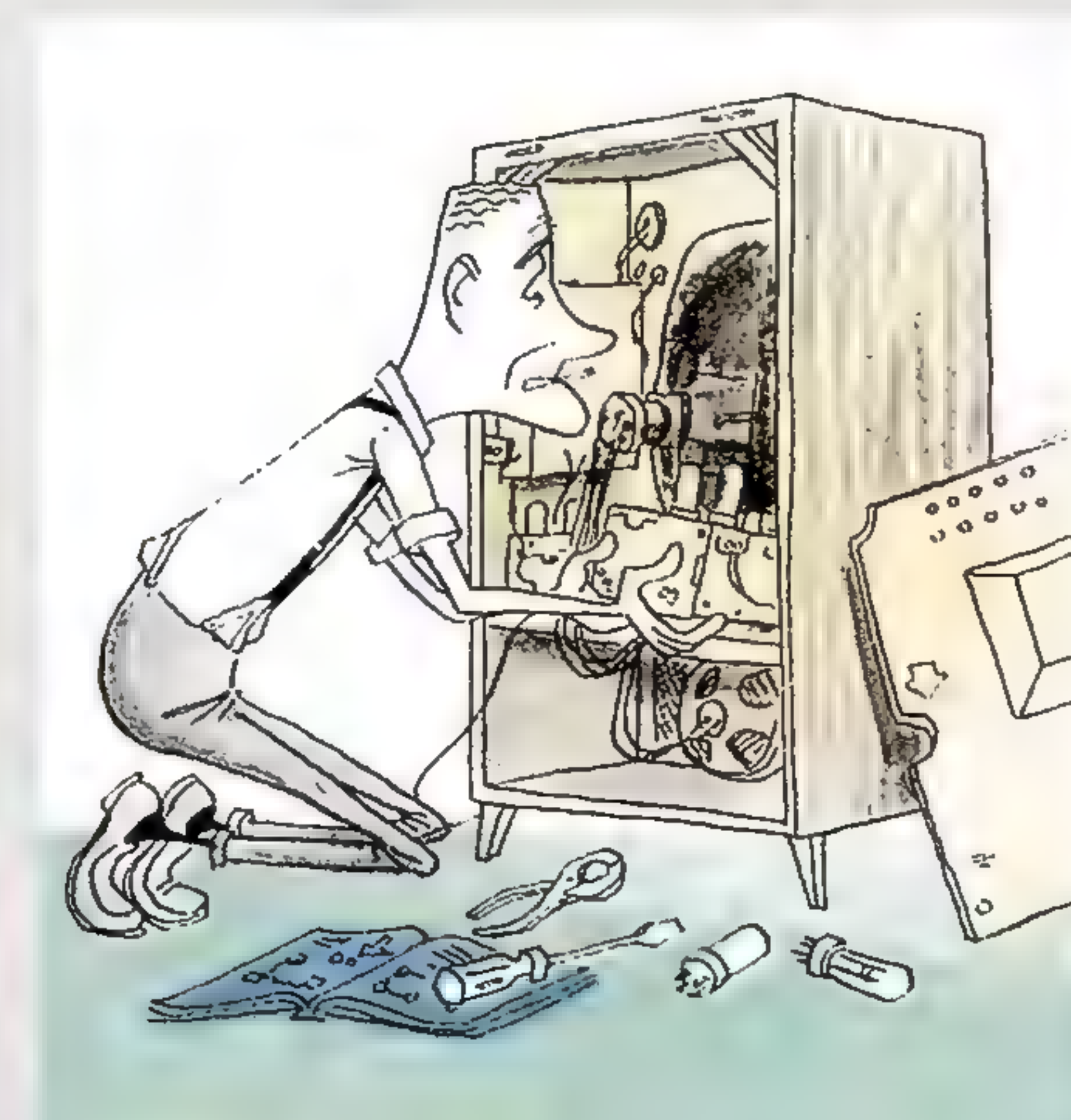
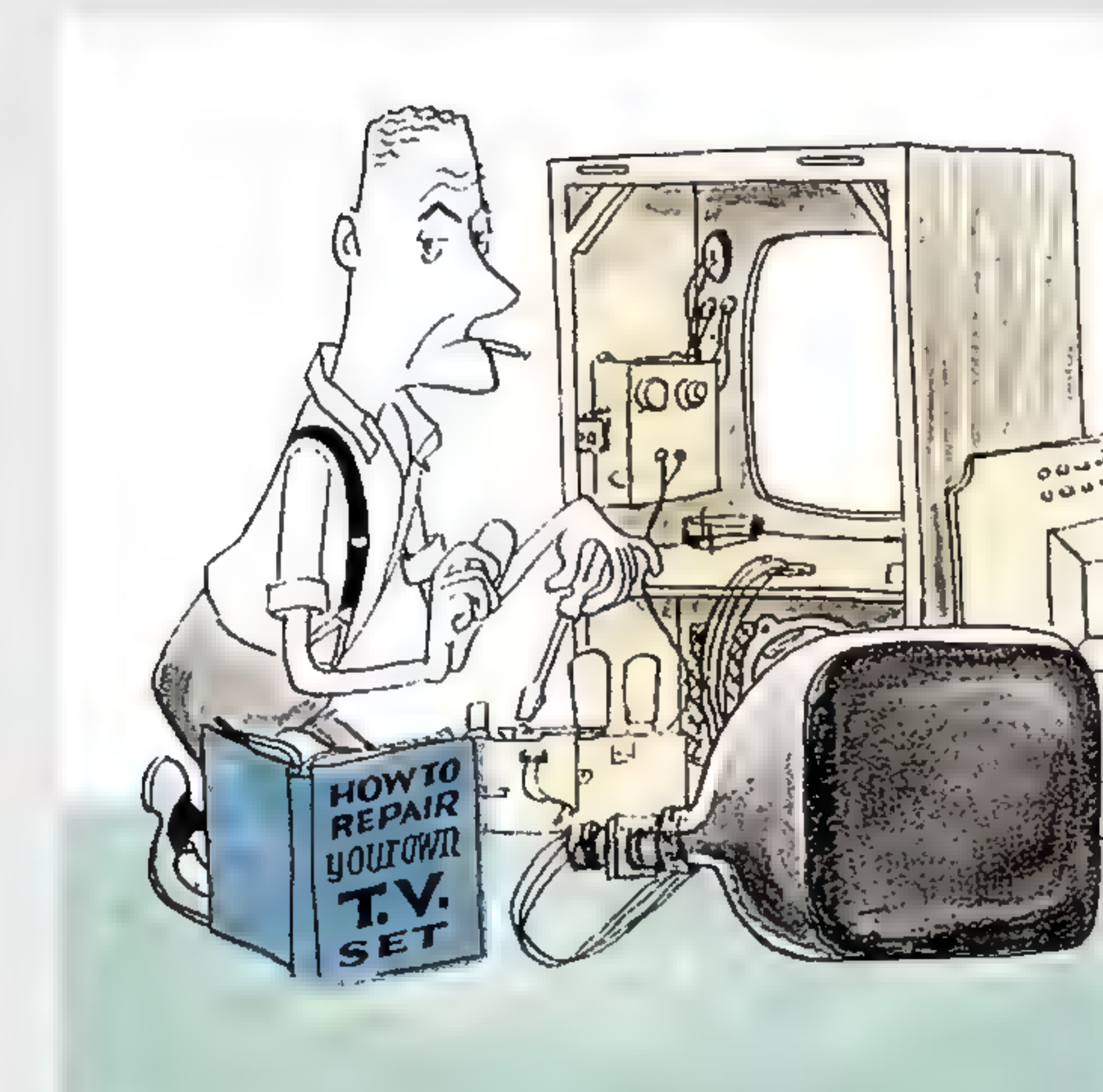
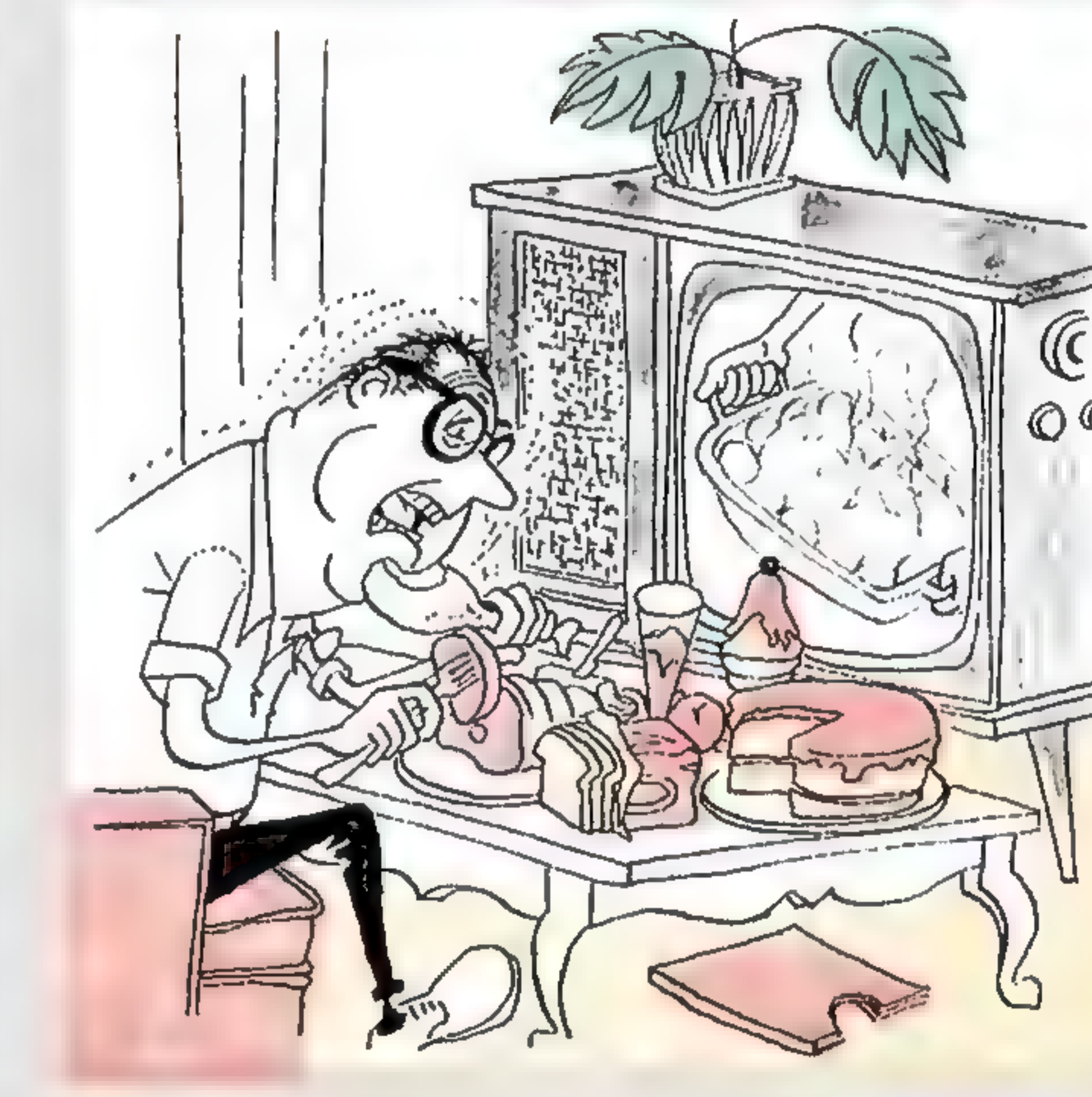
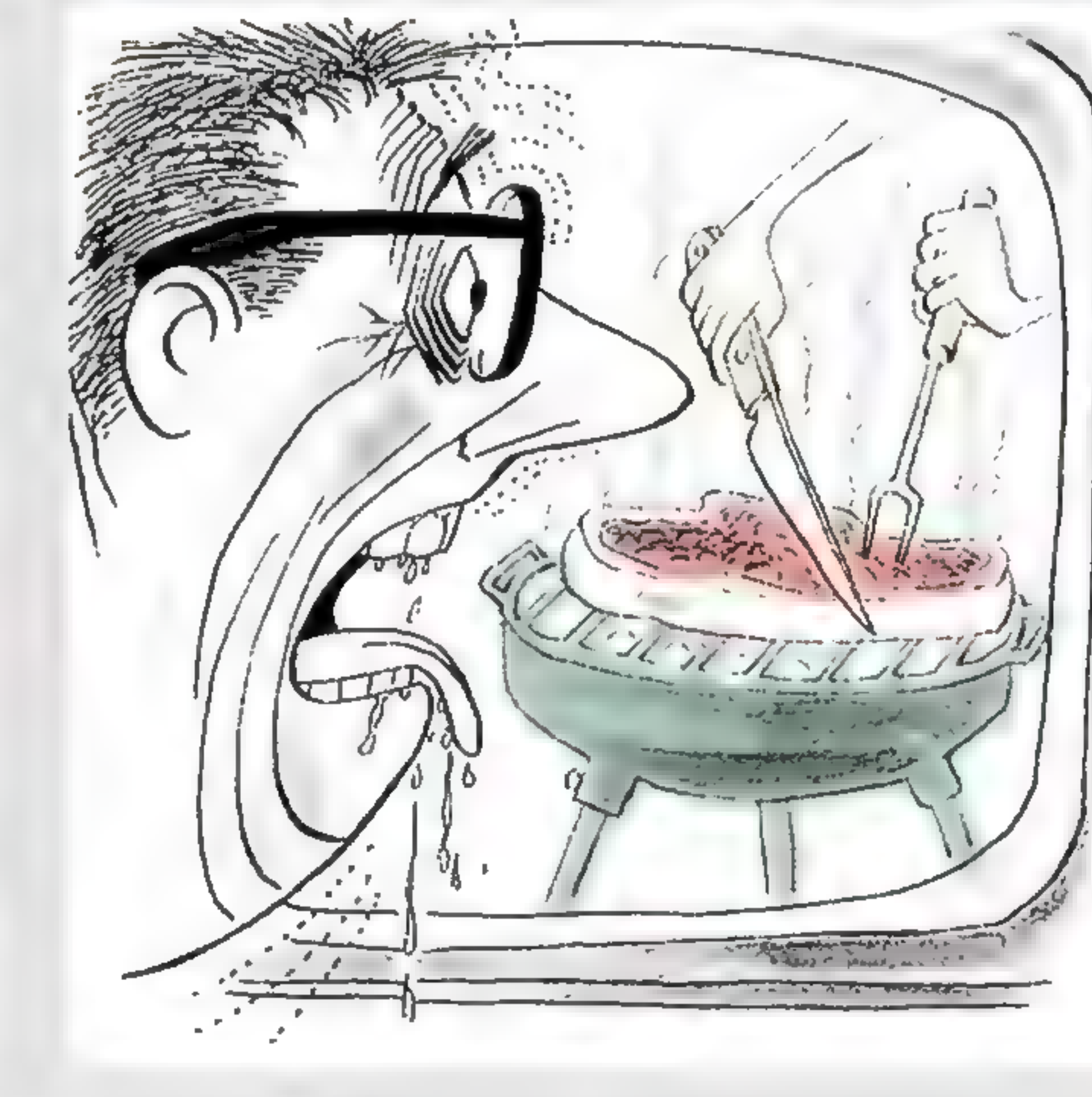
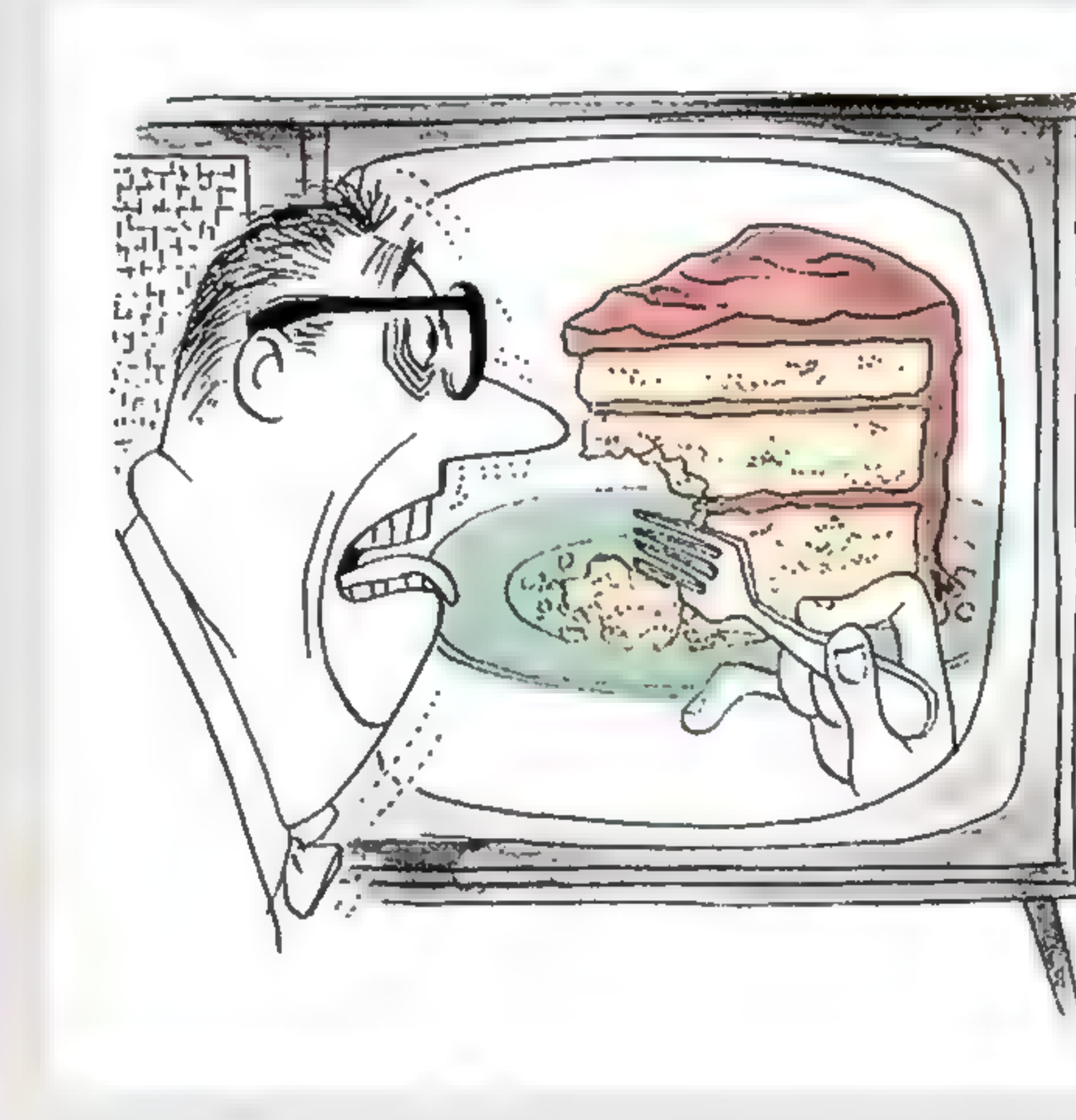
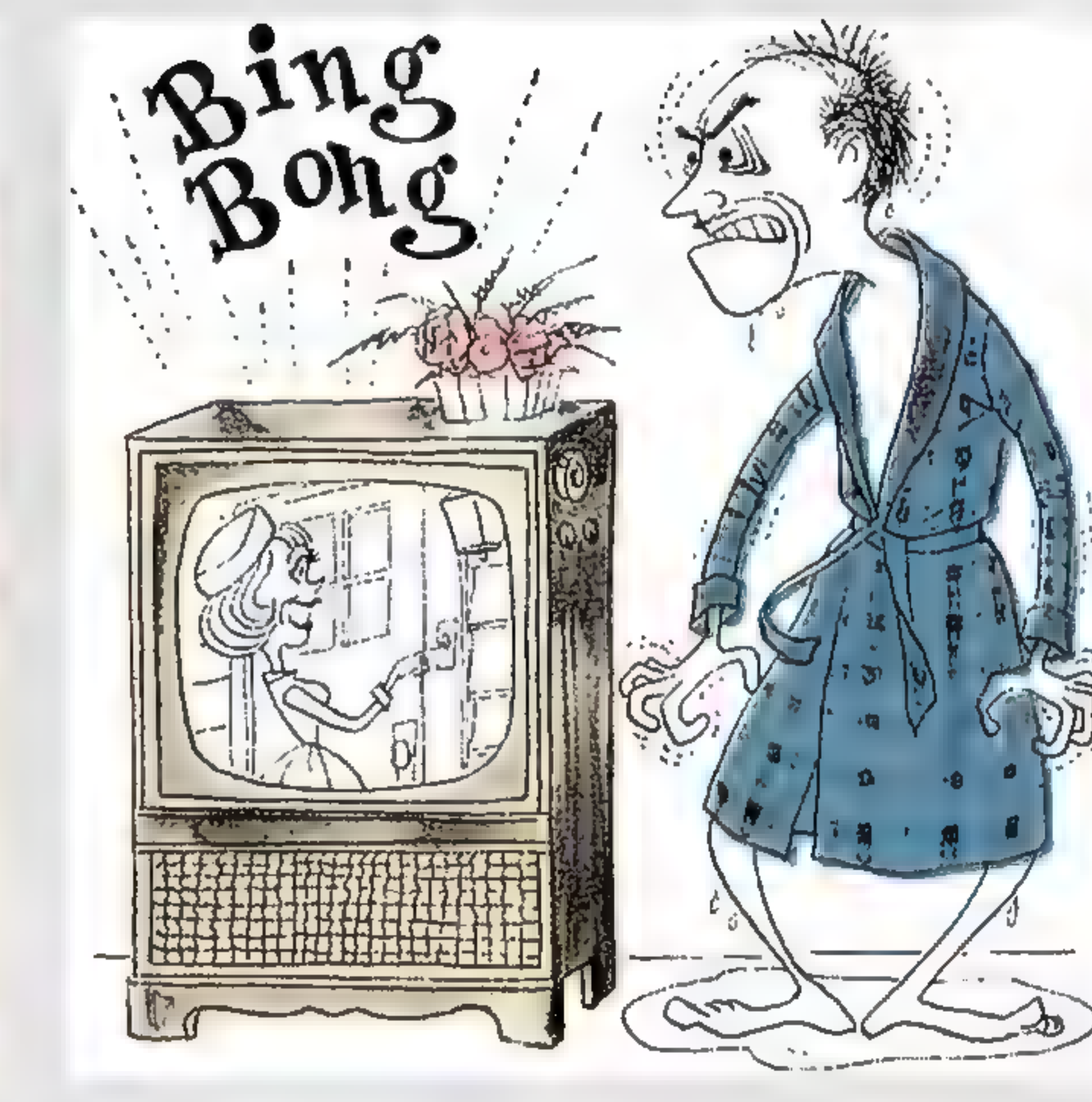
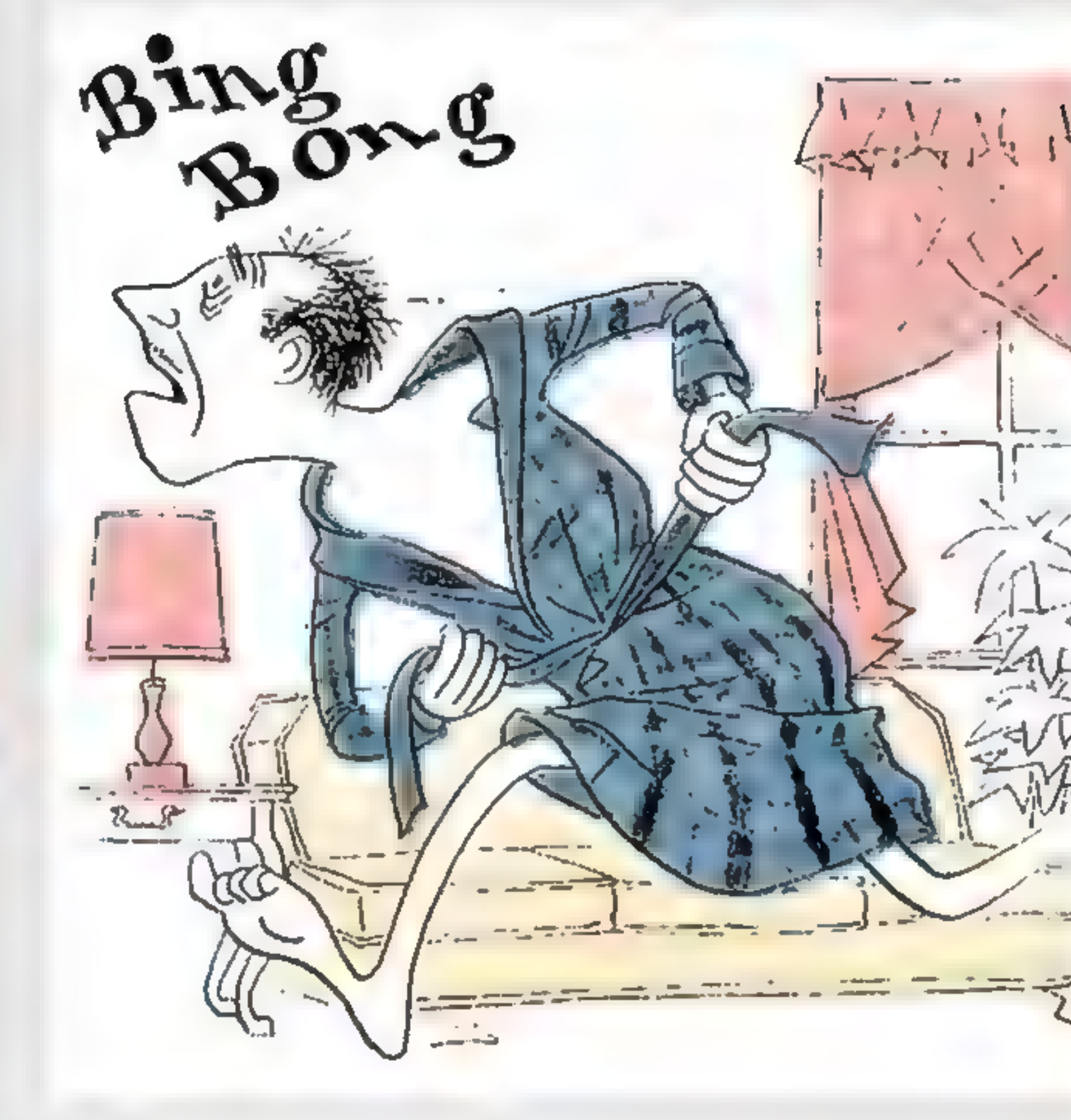
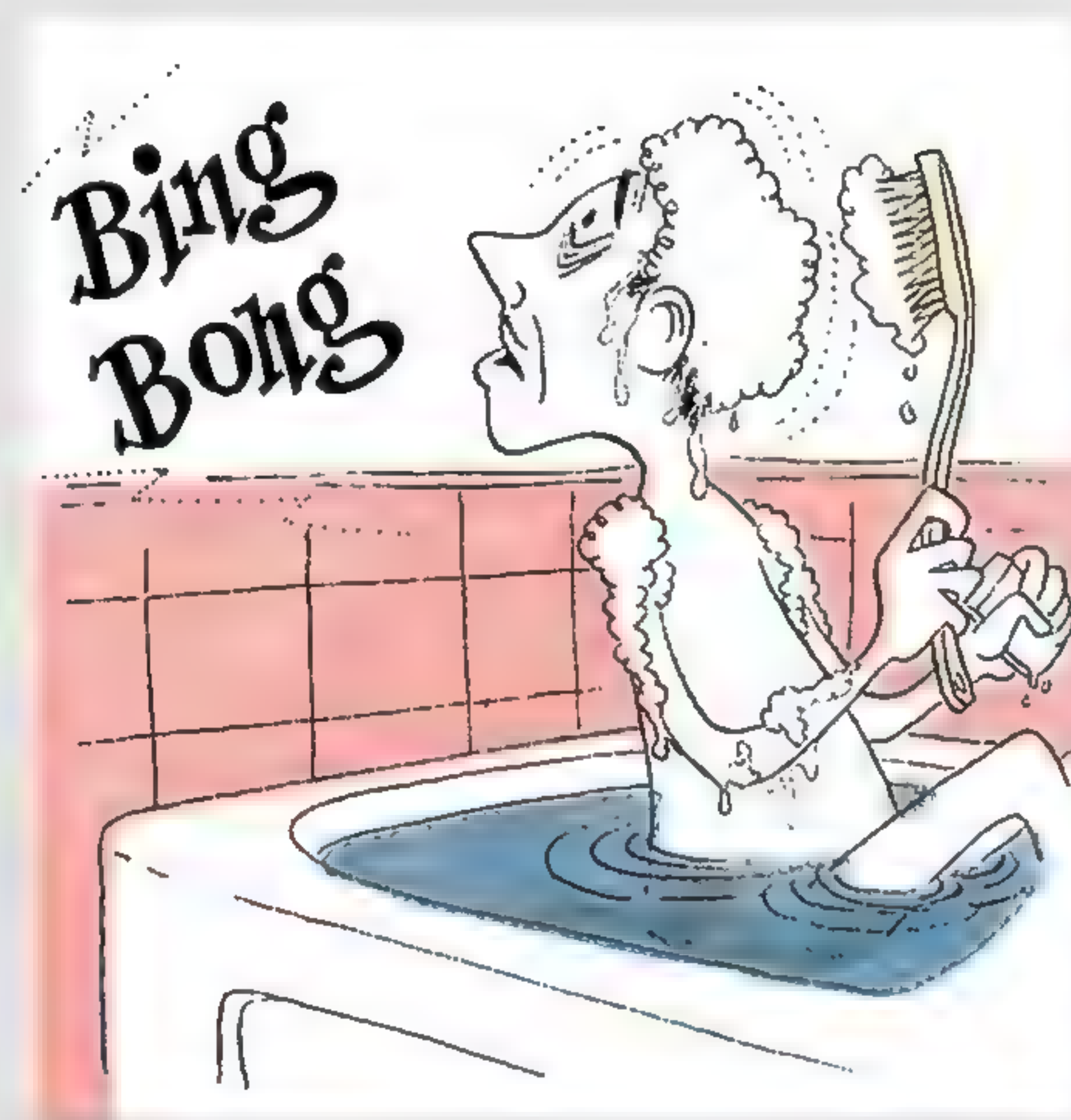
TELEVISION RELIEVER DEPARTMENT, SYRACUSE, N. Y.

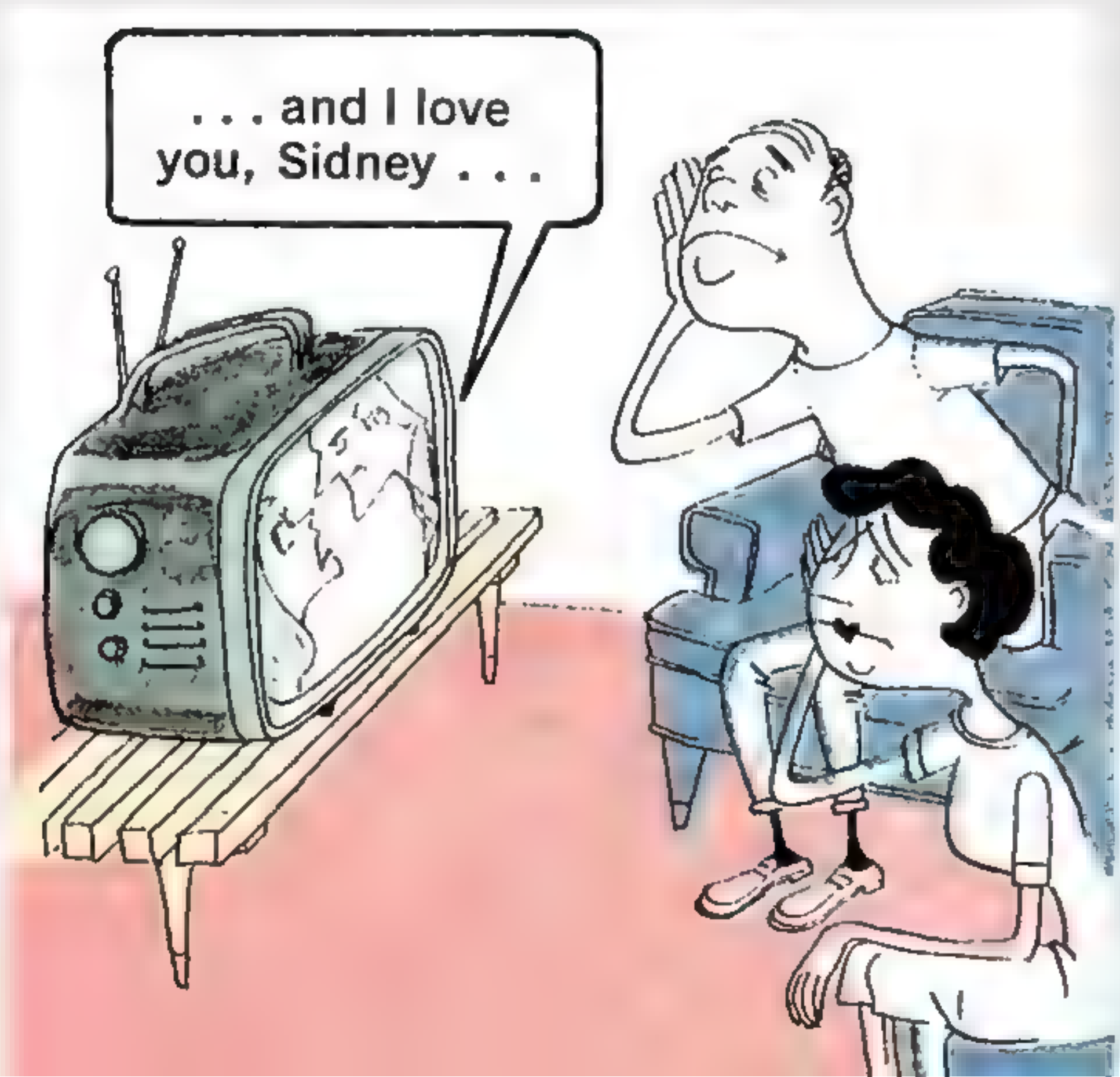
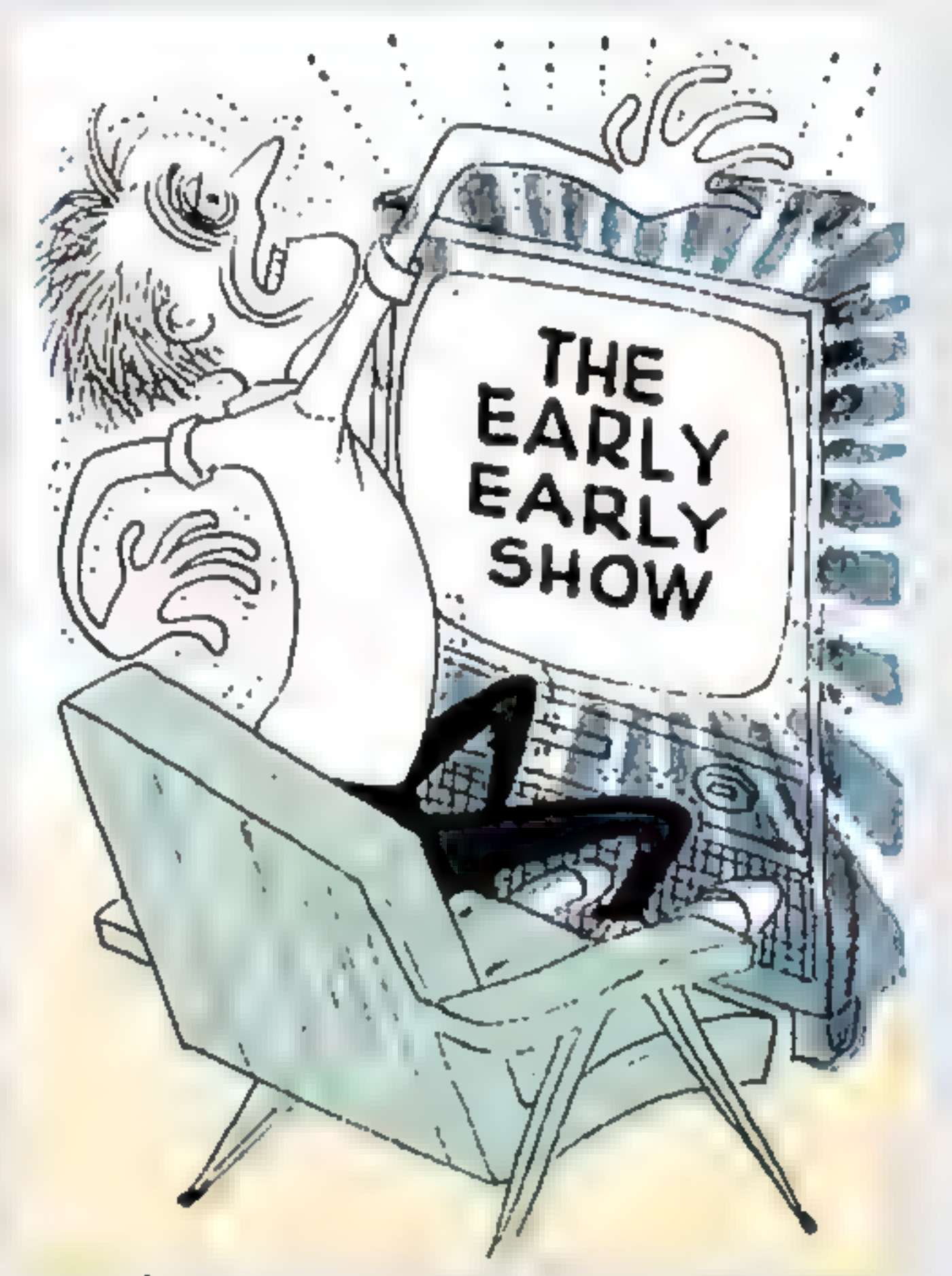
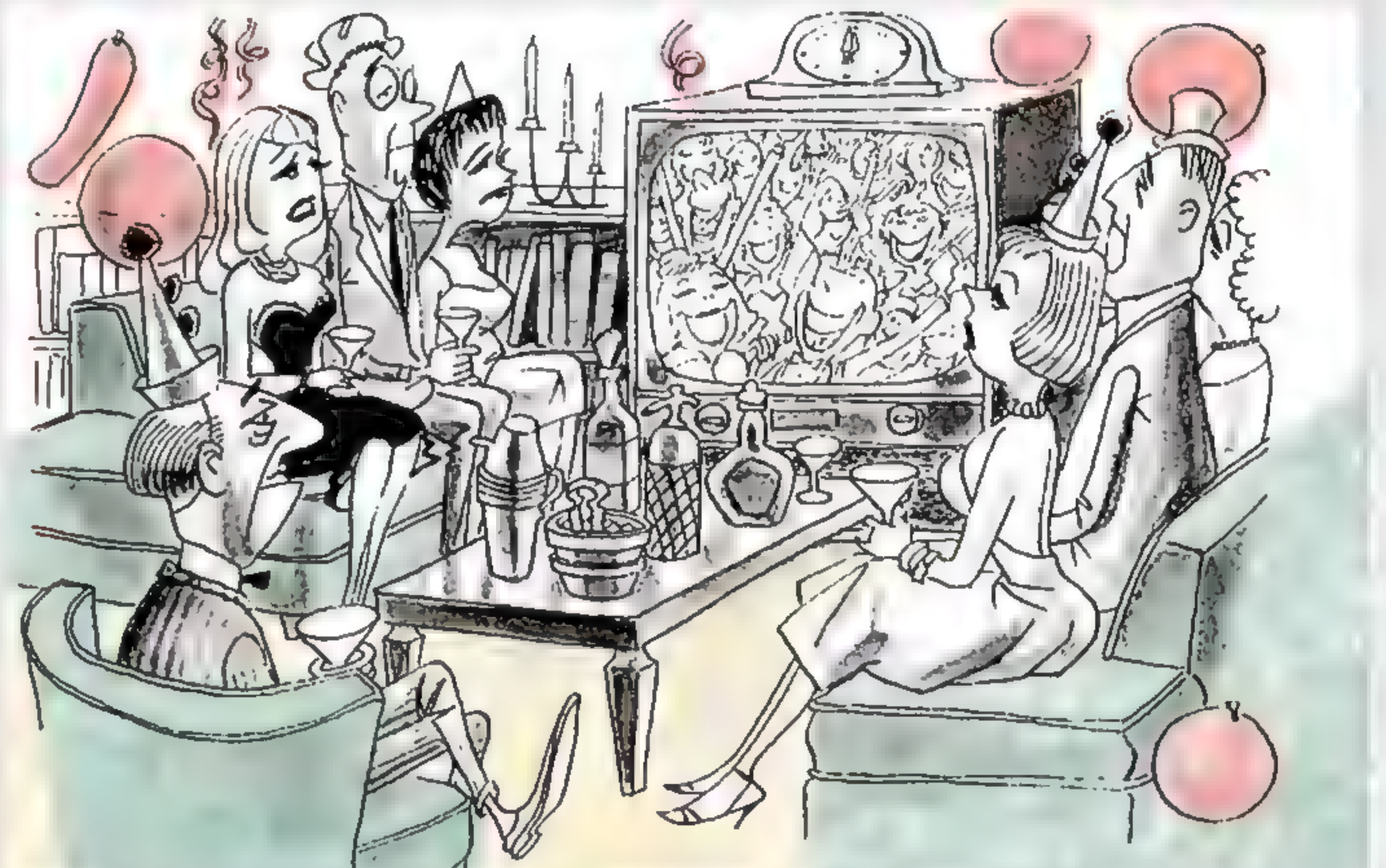
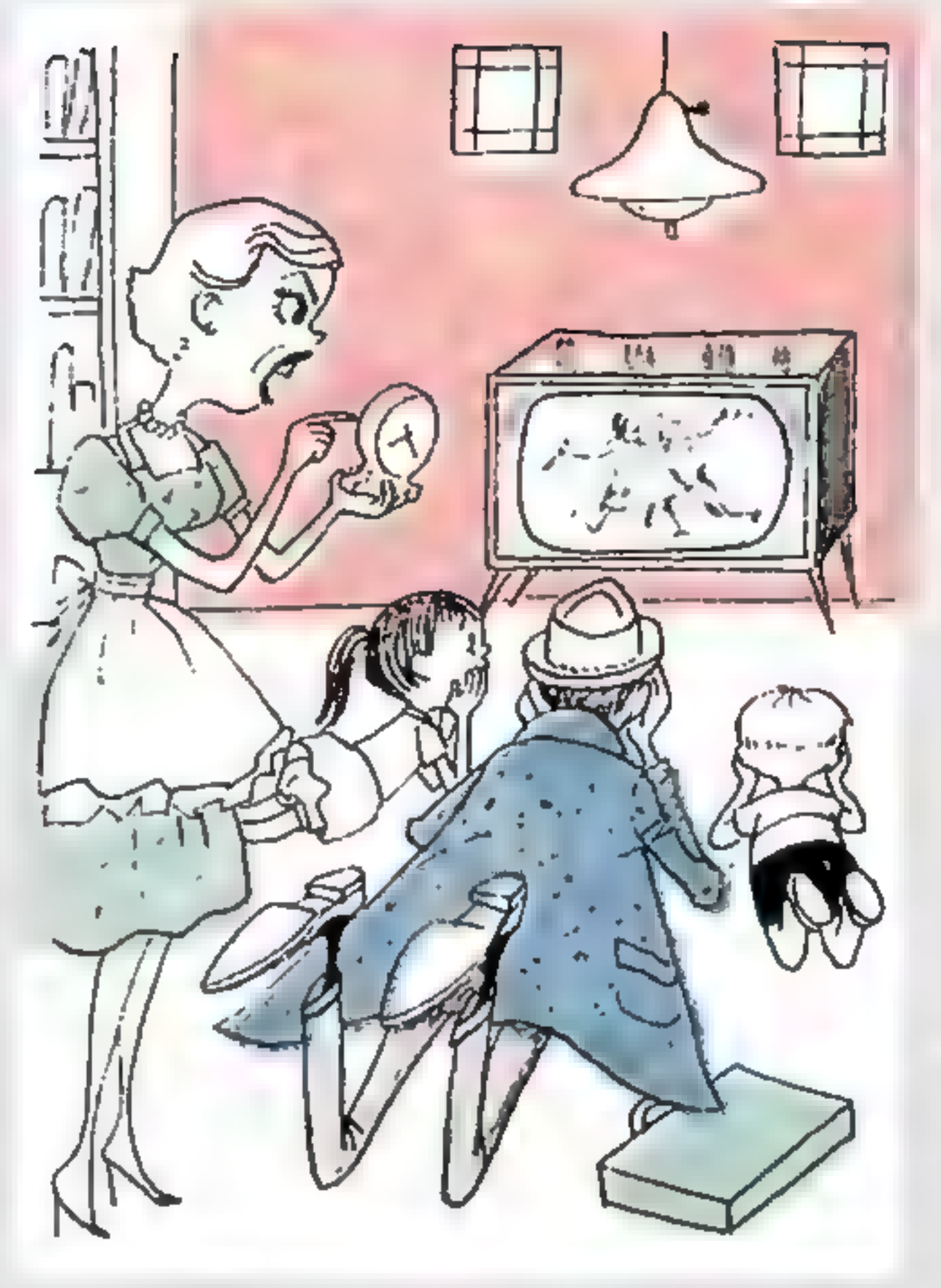
Television has only been in general use for about 15 years, and yet it has completely changed our way of life. The TV set has brought the world into our living rooms—as if we didn't have enough troubles already. It has wised-up our young people beyond their years, killed the ancient art of conversation, and reduced the pastime of reading to the pages of "TV Guide." We at MAD have always found television a vulnerable target for our kidding. But somehow, we've limited our fun to the idiotic things that appear on the TV screen, and we've ignored the idiotic things that face the TV screen, mainly, the TV viewers, some of whom can be more ridiculous than all the ridiculous TV programs and TV commercials combined. To them MAD dedicates the following article, which offers . . .

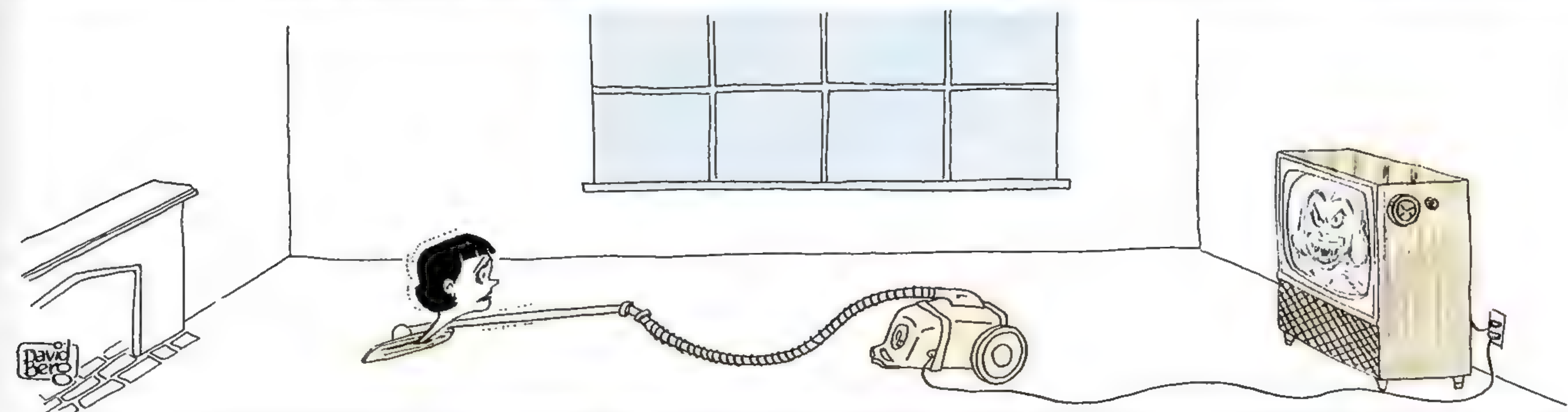
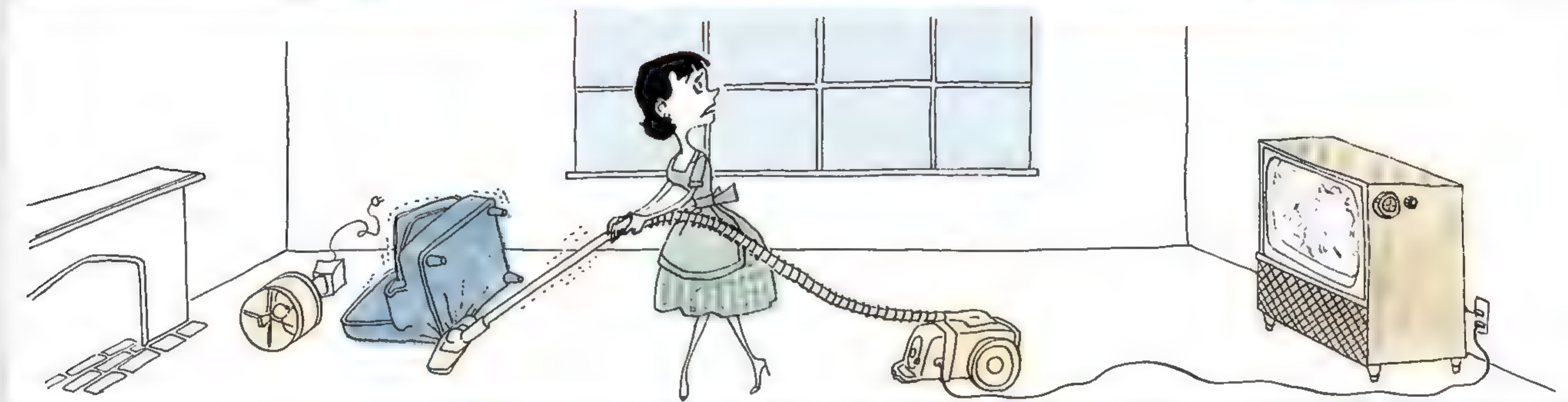
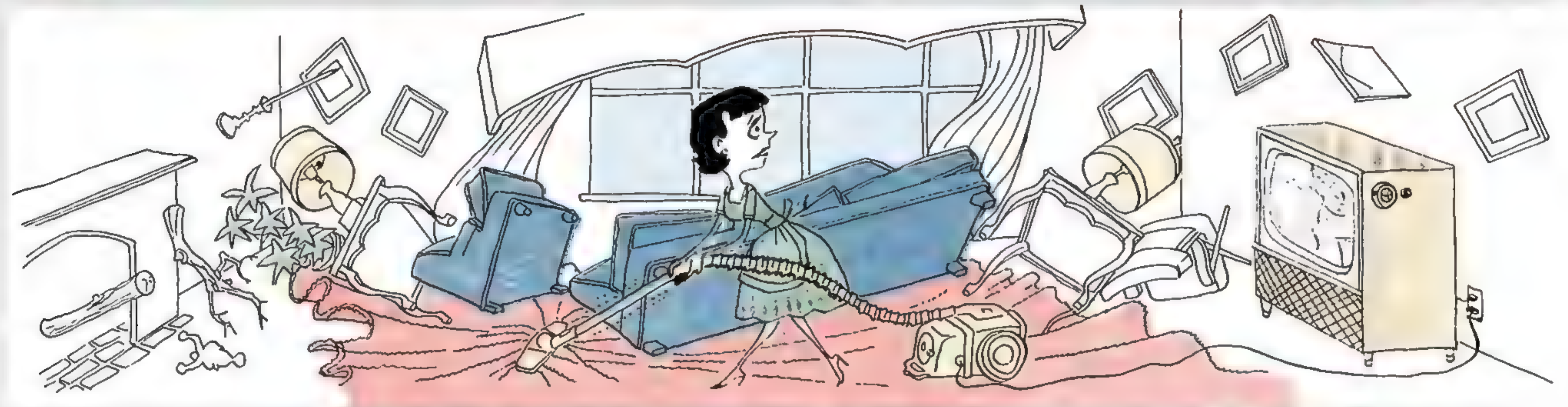
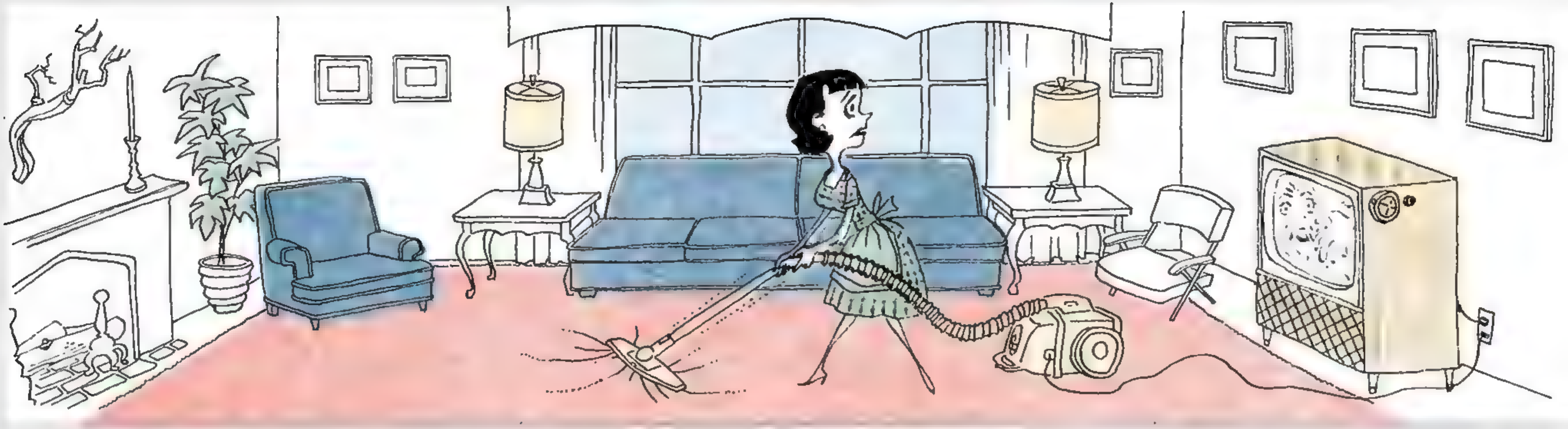
the lighter side of THE TELEVISION SET

WRITER & ARTIST DAVID BERG COLORIST RAVEN JUERGENSEN

Get "set" to enjoy my first ever "The Lighter Side of..."







With more and more networks combining their hit shows to create new audience awareness—and more content—it's no surprise the following series are teaming up for super-special swap-ups! Presenting a first look at the criss-crossover programs that'll have everyone saying, "Why the hell are they doing this?"



It's Always Sunny in Castle Rock

Dennis and Dee inherit a haunted house on the bad side of Maine. But when Frank takes a job as a guard at Shawshank Prison, Charlie falls for disturbed

nurse Annie Wilkes, who convinces him that killing everyone is "Charlie Work." It's a laugh-filled episode titled "The Gang Gets Ax Murdered."



The Glowbergs

Overbearing "smother" Beverly Goldberg has entered her family in a mall-sponsored wrestling contest, and it's an all-out '80s laugh riot when her son Barry's rapper alter ego, Big Tasty, shows up as

referee! But things get scary-hilarious when her youngest son Adam ends up in the ring with Junkchain and Zoya the Destroya, the most badass brawlers in the Gorgeous Ladies of Wrestling!

The Unbreakable Mandy Lorian

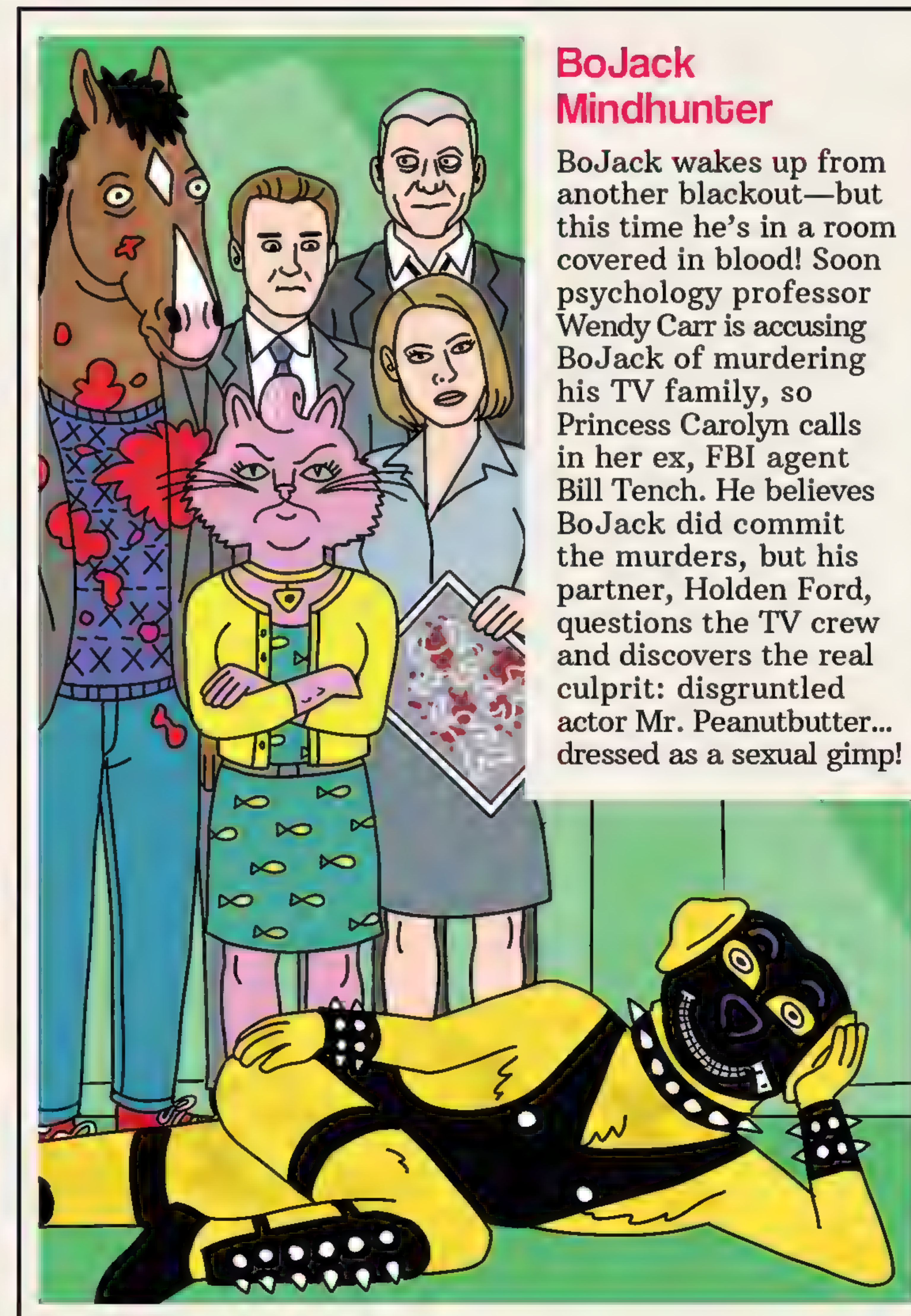
Mandy Lorian is an affable bounty hunter trying to adjust to life on an alien planet after being held captive in a bunker on the Death Star by Darth Vader (now handsomely played by a mask-less Jon Hamm). She wants to lead an ordinary existence, but how normal can you be when your landlady is an elderly Ewok and your roommate is a Baby Yoda named Titus?



Black-ish Mirror

Dre Johnson receives a mysterious phone in the mail that shocks his entire family when it claims to be alive! The phone says it needs the brilliance of Dr. Rainbow Johnson to get it back to the future, where questionable cultural issues are tried in

a court of law presided over by two sentient stuffed animals named Diane and Jack. But that's the Johnson twins' names! Guest-starring Miley Cyrus and John Cougar Mellencamp as the voices of Jack and Diane.



BoJack Mindhunter

BoJack wakes up from another blackout—but this time he's in a room covered in blood! Soon psychology professor Wendy Carr is accusing BoJack of murdering his TV family, so Princess Carolyn calls in her ex, FBI agent Bill Tench. He believes BoJack did commit the murders, but his partner, Holden Ford, questions the TV crew and discovers the real culprit: disgruntled actor Mr. Peanutbutter... dressed as a sexual gimp!

Better Call SupernaturSaul

Sam and Jensen are up to their Winchesters in trouble when a seedy warlock casts a spell on Albuquerque, New Mexico, turning all the residents into monsters! Now the fate of the city is in the hands of a demonized Saul Goodman and a werewolf-ified Michael Ehrmantraut, as they team up to take down the spellcasting pusher Count Drugula!



Big Little Saturday Night Lies

Live from New York, five women attempt to hide a hilarious murder in vignettes featuring varying degrees of quality! This "not ready for a primetime

Emmy" episode features musical guest Fleetwood Mac doing "Little Lies" and Tom Hanks as the murderer/guest host, David S. Pumpkins!



TV...AS VIEWED BY THE ANIMAL WORLD

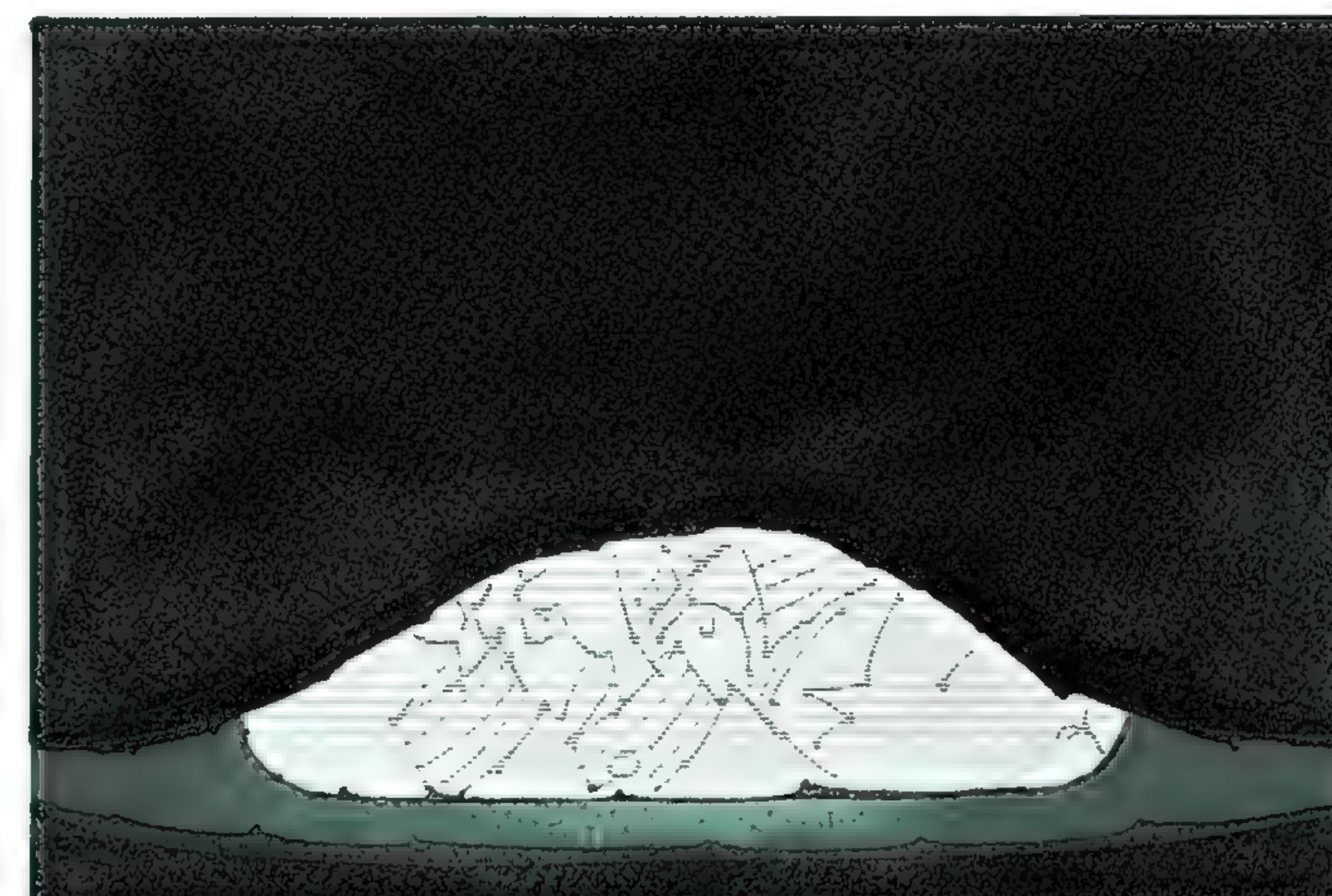
WRITER
PAUL COKER, JR.
ARTIST
PAUL PORGES
COLORIST
RAVEN JUERGENSEN



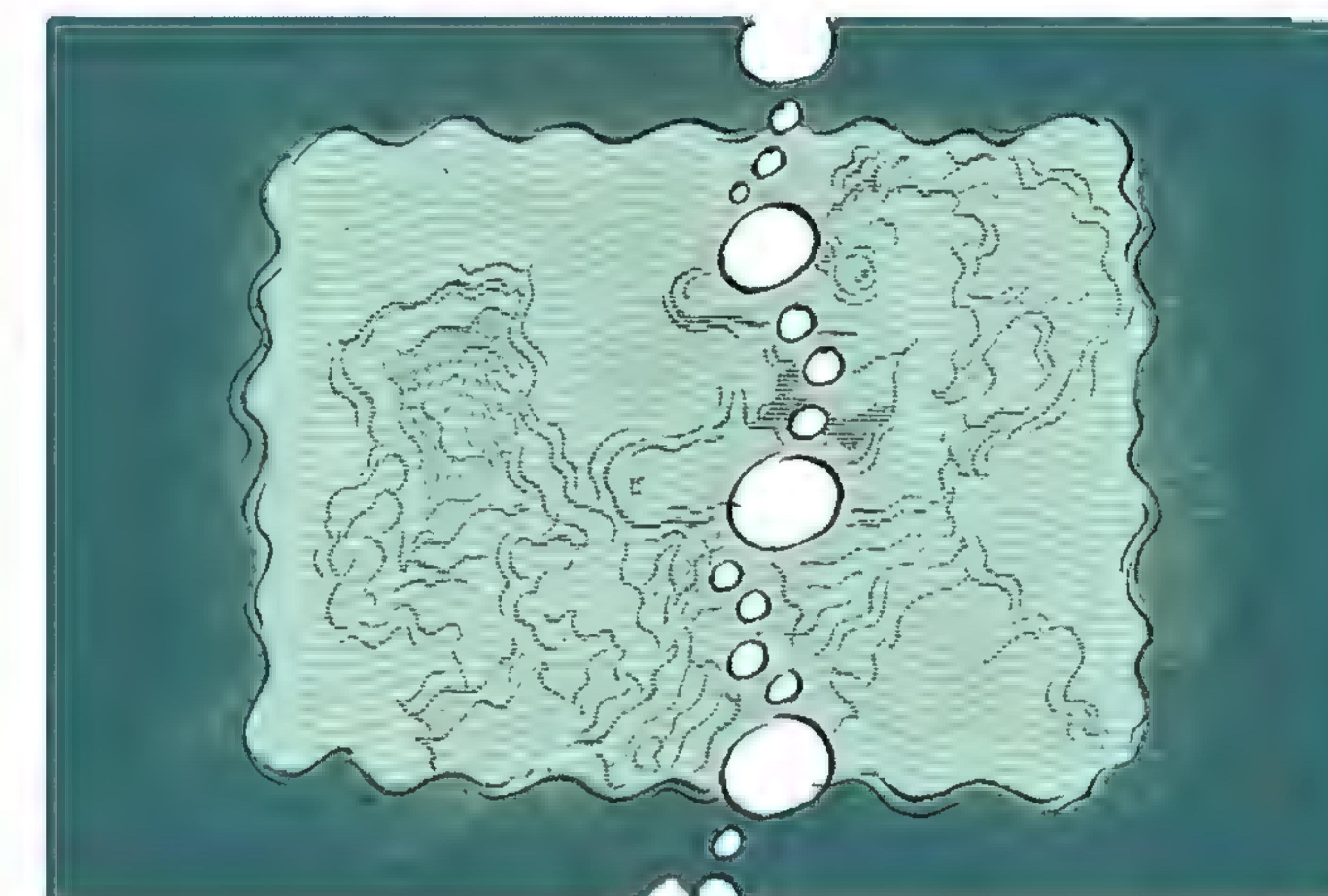
A Crosseyed Rhino



A Rabid Dog



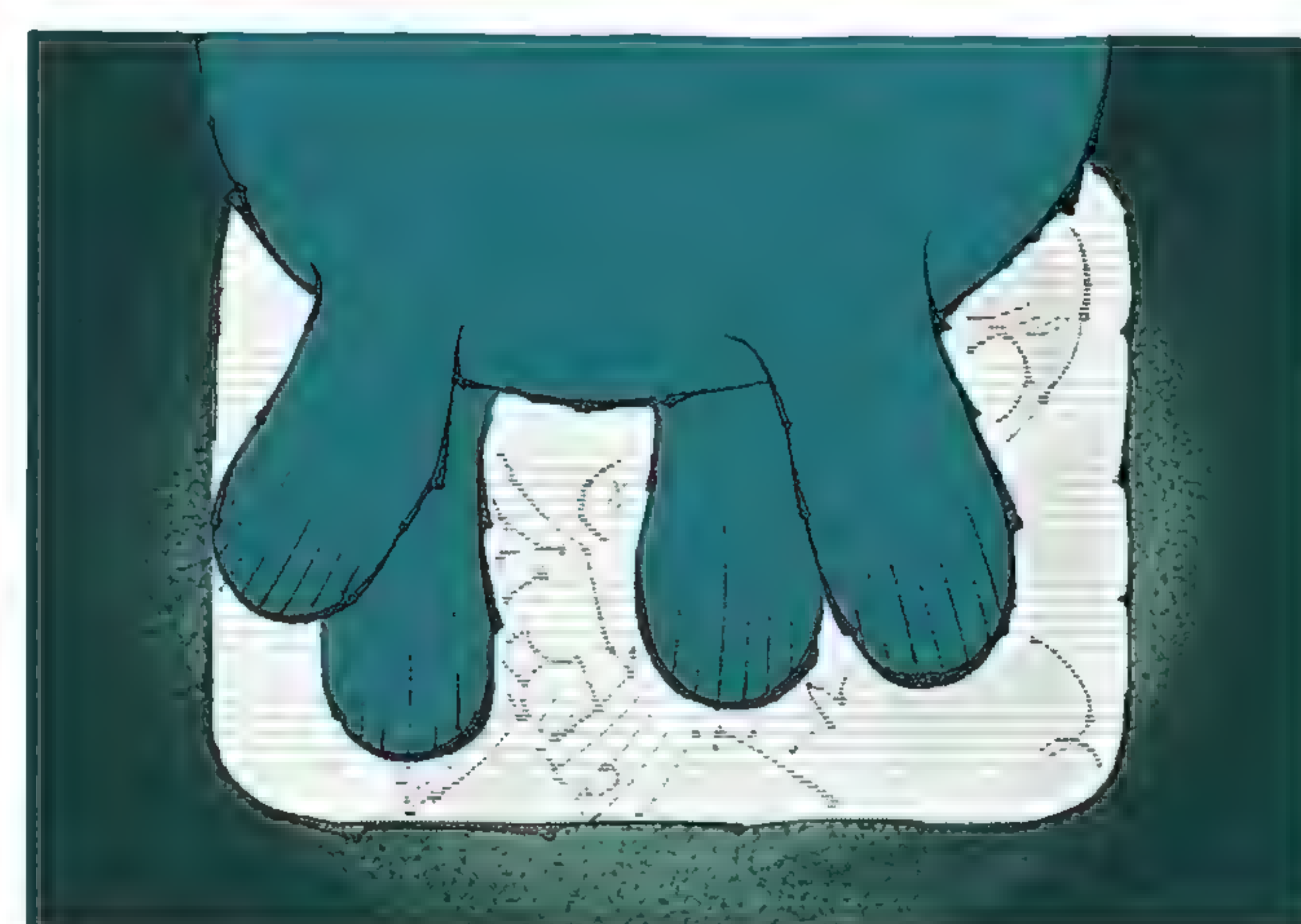
An Introverted Turtle



A Hiccuping Goldfish



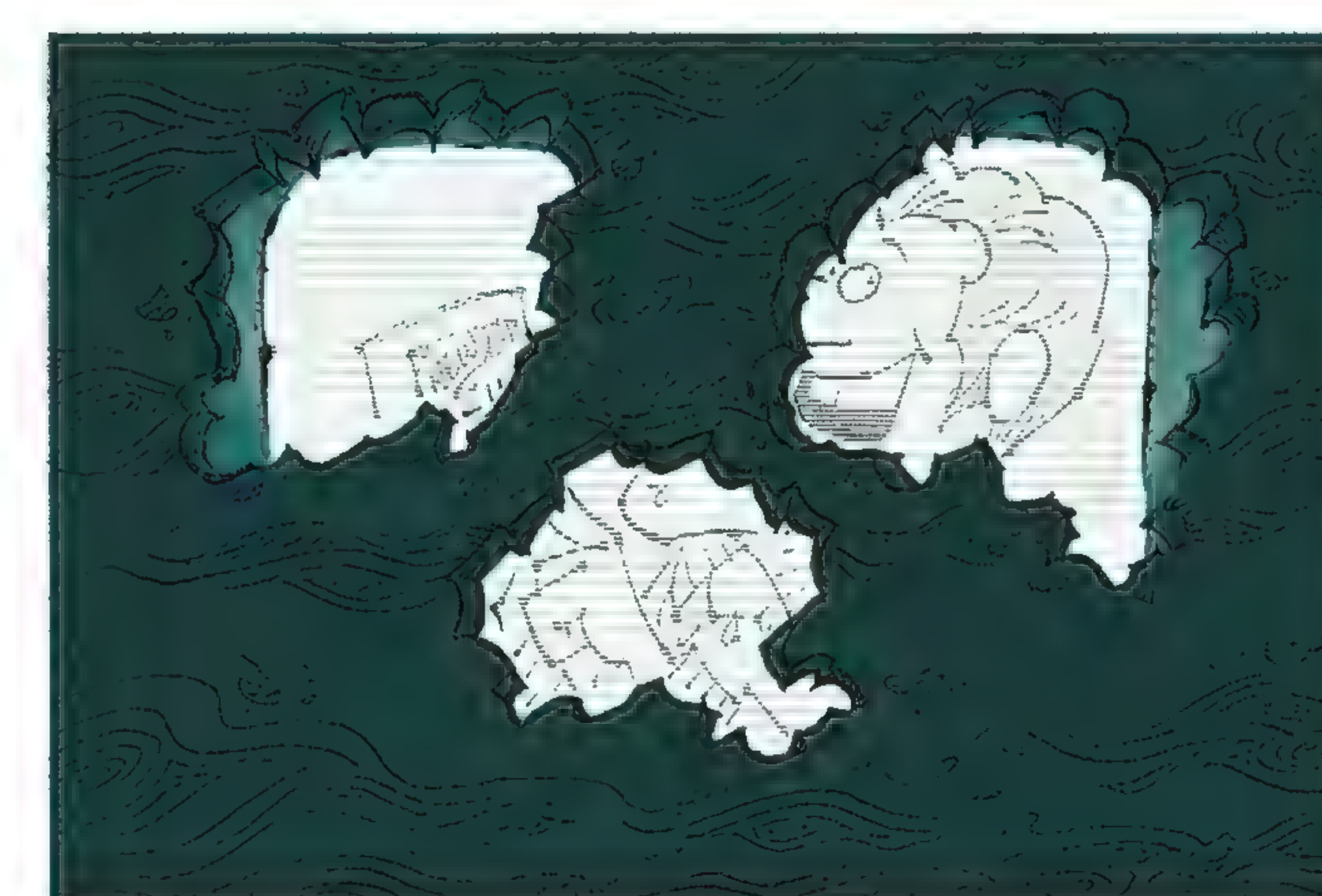
A Bug In A Rug



A Newborn Calf



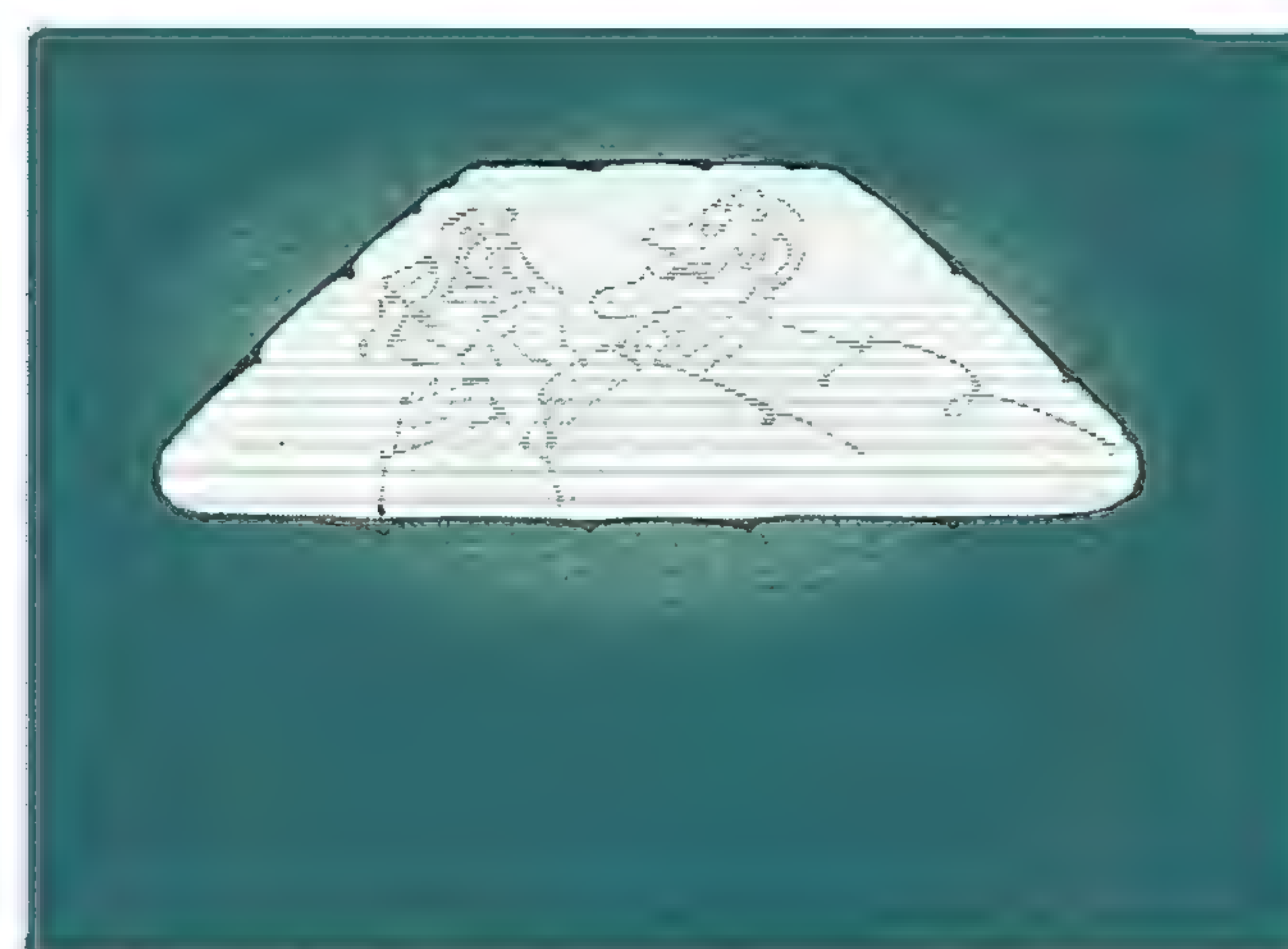
A Housebroken Giraffe



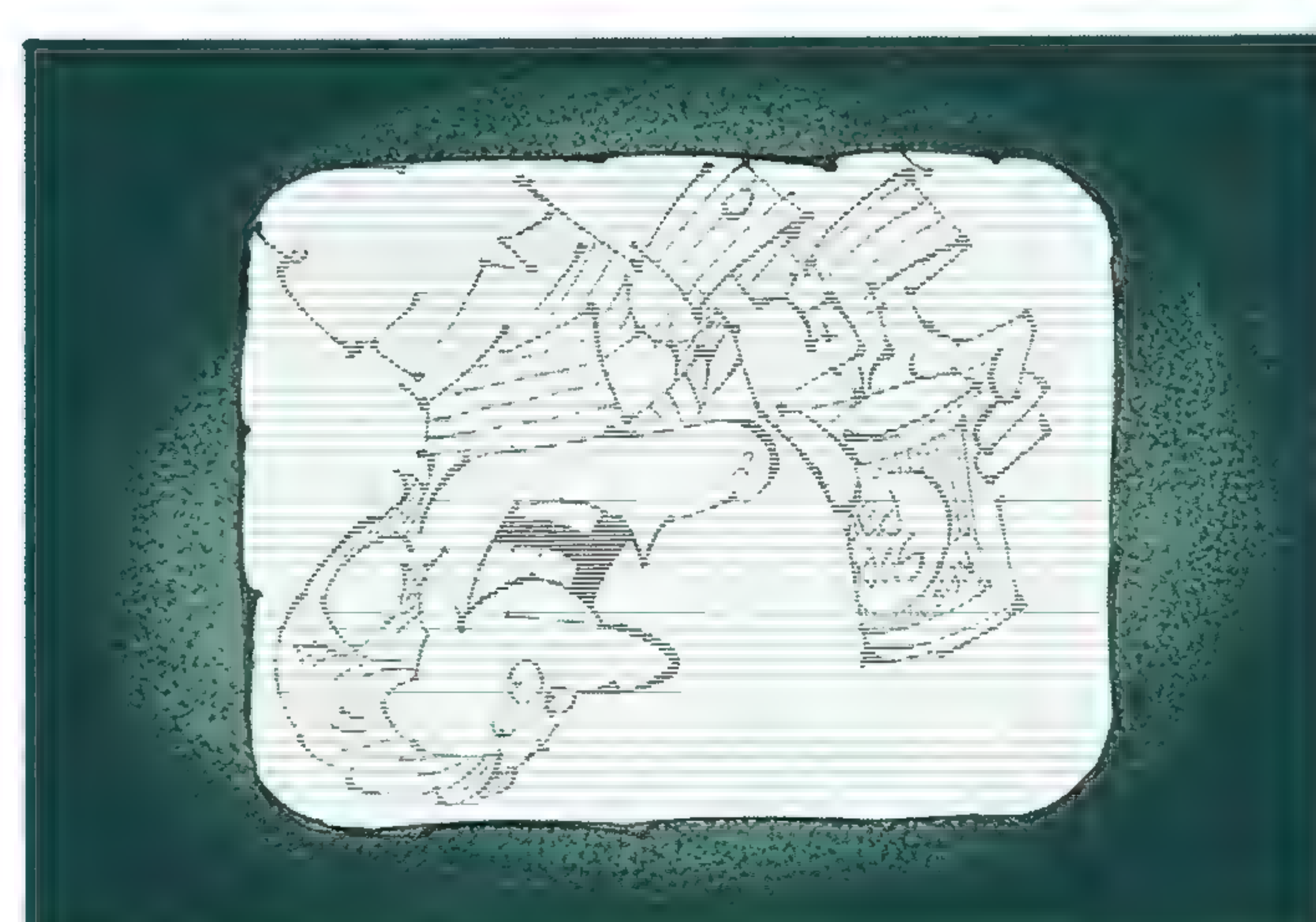
A Curious Termite



A Baby Kangaroo



An Amused Ant



A Bored Bat



A Compulsive Canary



Whenever we see one of those hour-long TV dramas, we're thankful that there's a place where people can see the works of talented American writers performed as they were written! Namely, Broadway! Because most TV dramas these days are

pretty sad! In fact, we've often wondered what happens to a TV script once the writer turns it in. Recently, a network spy sent us the following material from a play to be presented on the Globber Playhouse which clearly shows...

WRITER **FRANK JACOBS**
ARTIST **WALLY WOOD**

How A Television Script Is Born

Here is the original script as it was first written by the Author, who has also included his personal comments:

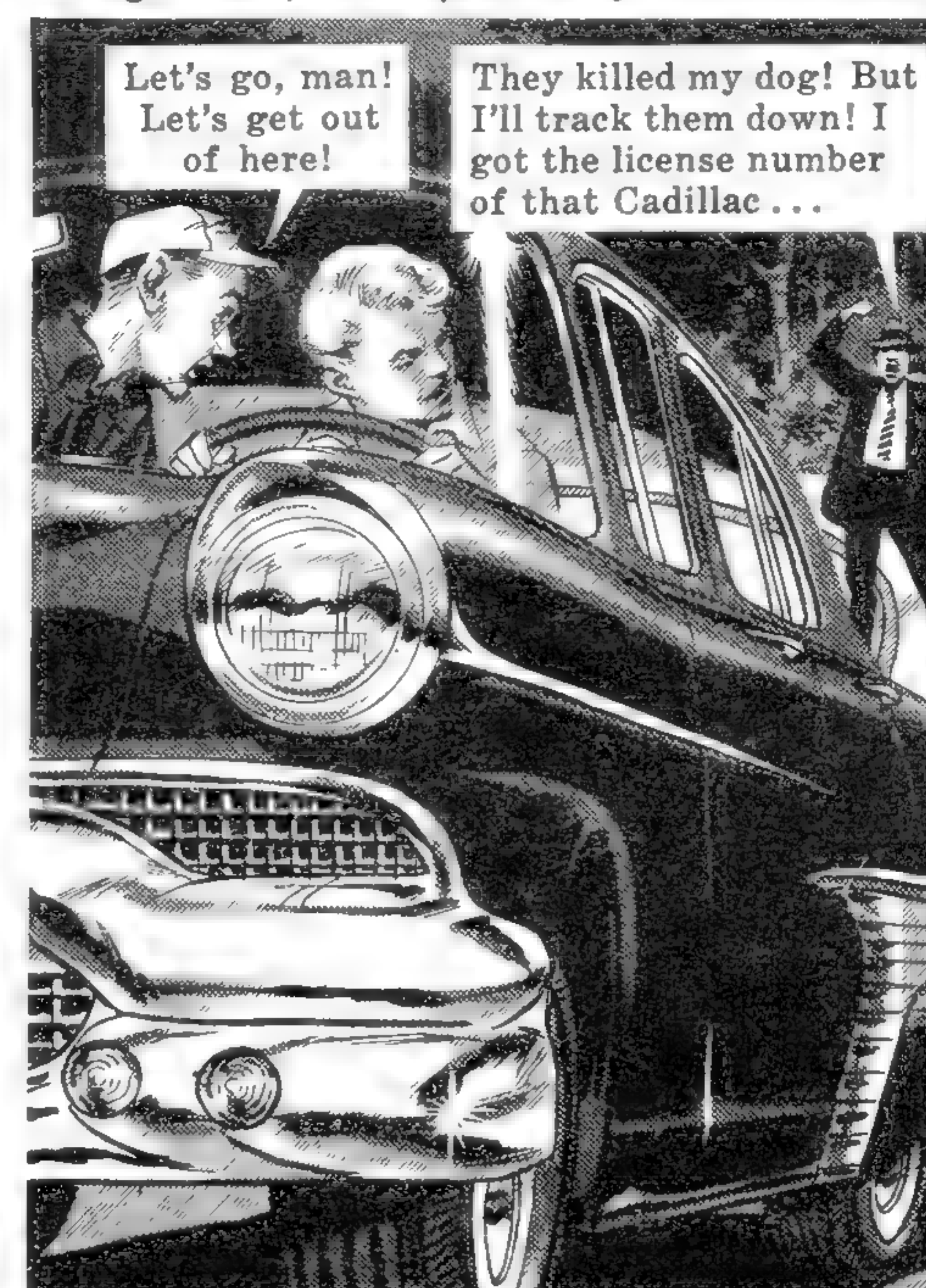
In this play, I show how it is possible for a boy to have all the benefits of a good home, and still feel unwanted. The first scene shows how Sidney's father, a judge, is too involved in courtroom work to pay attention to his son.



This next scene shows Sidney's feelings toward his father... his resentment at being ignored. This lack of companionship between father and son is really what drives Sidney into seeking the friendship of a mixed-up boy like Johnny.



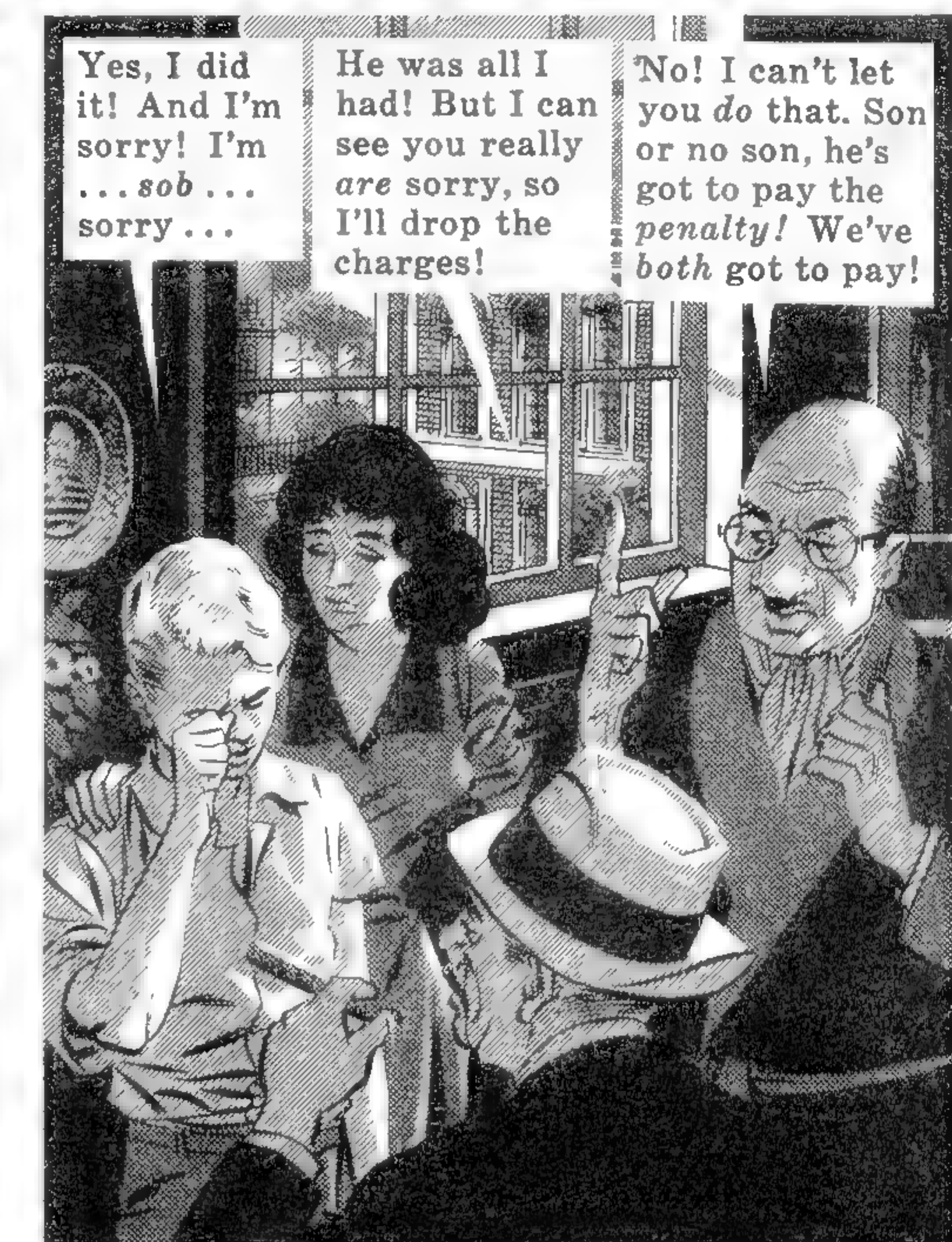
Goaded by Johnny, Sidney drives wildly through town until he accidentally strikes down a dog. He is immediately sorry for what he has done, but lacks the moral fiber to stop and face the dog's owner, so he speeds away from the scene.



This scene depicts Sidney's moment of manhood. We see that he is basically a responsible person when he confesses what has happened to the judge. We also see the judge's moment of truth when he realizes his own failings as a father.



Confronted by the dog's owner, the judge faces a difficult decision. As a father, he is guilty of neglecting his son. But as a judge, he must be impartial. He decides, therefore, to bring the actions of his son (and himself) to trial.



From the Author, the script then went to the Script Editor of the program, who made the following changes and comments:

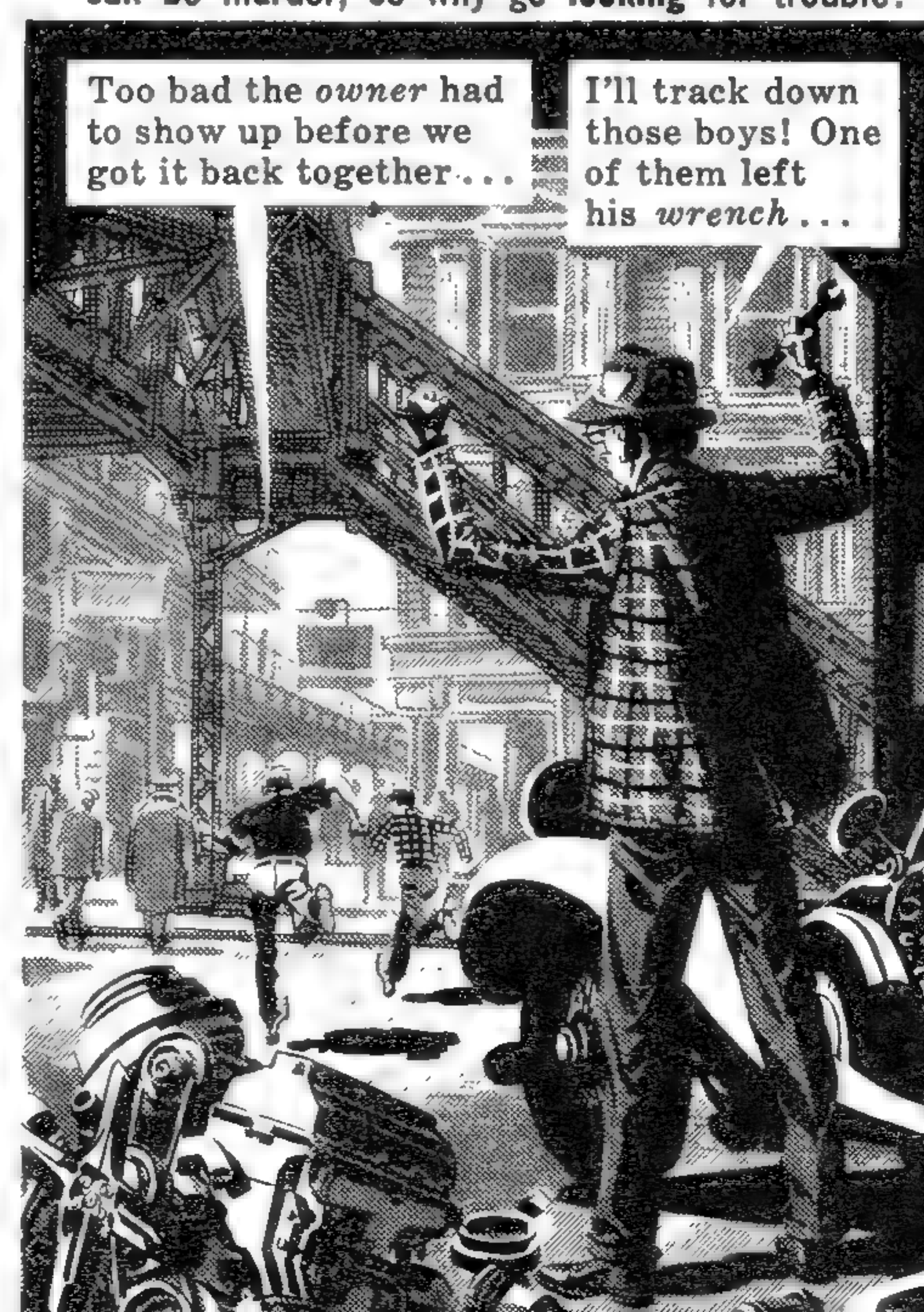
This is a fine script! Let's not touch a thing! Except... how many boys have fathers who are judges? One out of 5000? That's why I've made the old man a professional golfer. My old man was a professional golfer, and he ignored me!



Nothing to be changed here, except I don't feel we should sympathize with the boy too much. So I've made him a mechanical genius, an egghead. That way it really isn't so much the old man's fault. I know! I've got an egghead for a son!



Note that I've changed the Caddy to a Jaguar here. I own a Jag myself, and I know how keen they are! Also note that I've eliminated the dog-killing. Those A. S. P. C. A. phone calls can be murder, so why go looking for trouble?



This scene is okay, except it misses the boat. Sidney's father isn't upset; in fact he's sort of pleased to find his kid is human, and isn't so perfect. After all, that's the way I'd act if it happened to that smart-aleck kid of mine.



This scene lacked warmth, so I've fixed it. By offering to buy Sidney his own Jaguar, the old man turns out to be a swell guy, and everybody is happy, which always makes a good ending. I know it's the kind of ending my family'd like.



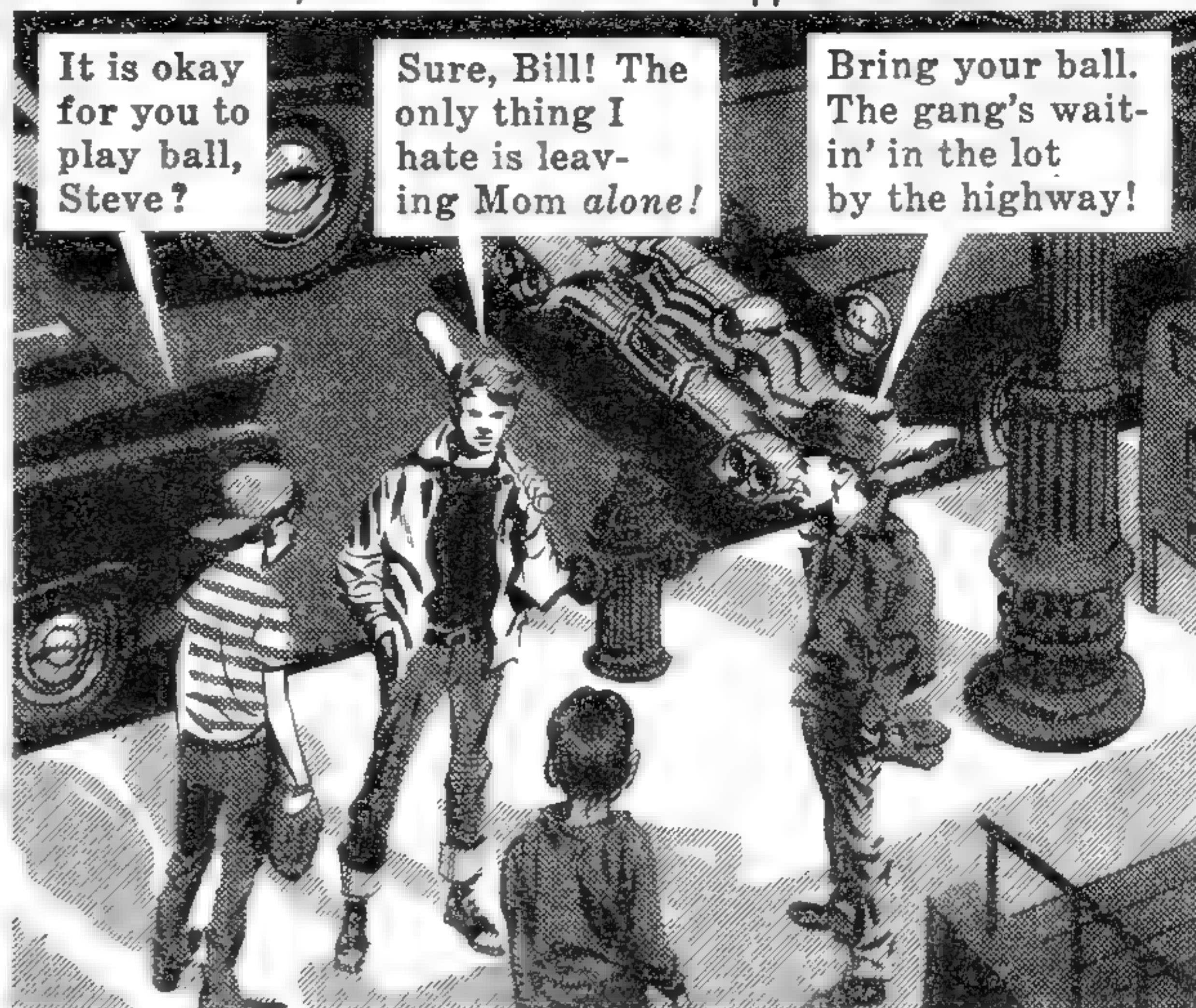
From the Script Editor, the play then went to the Advertising Agency TV Director, who read it and made these changes:



Scriptwise, this play is great. But I was just a little bothered by the father, so I've eliminated him. I've also changed the boy's name from Sidney to Steve—sounds more American. We can't afford to offend the American Legion!



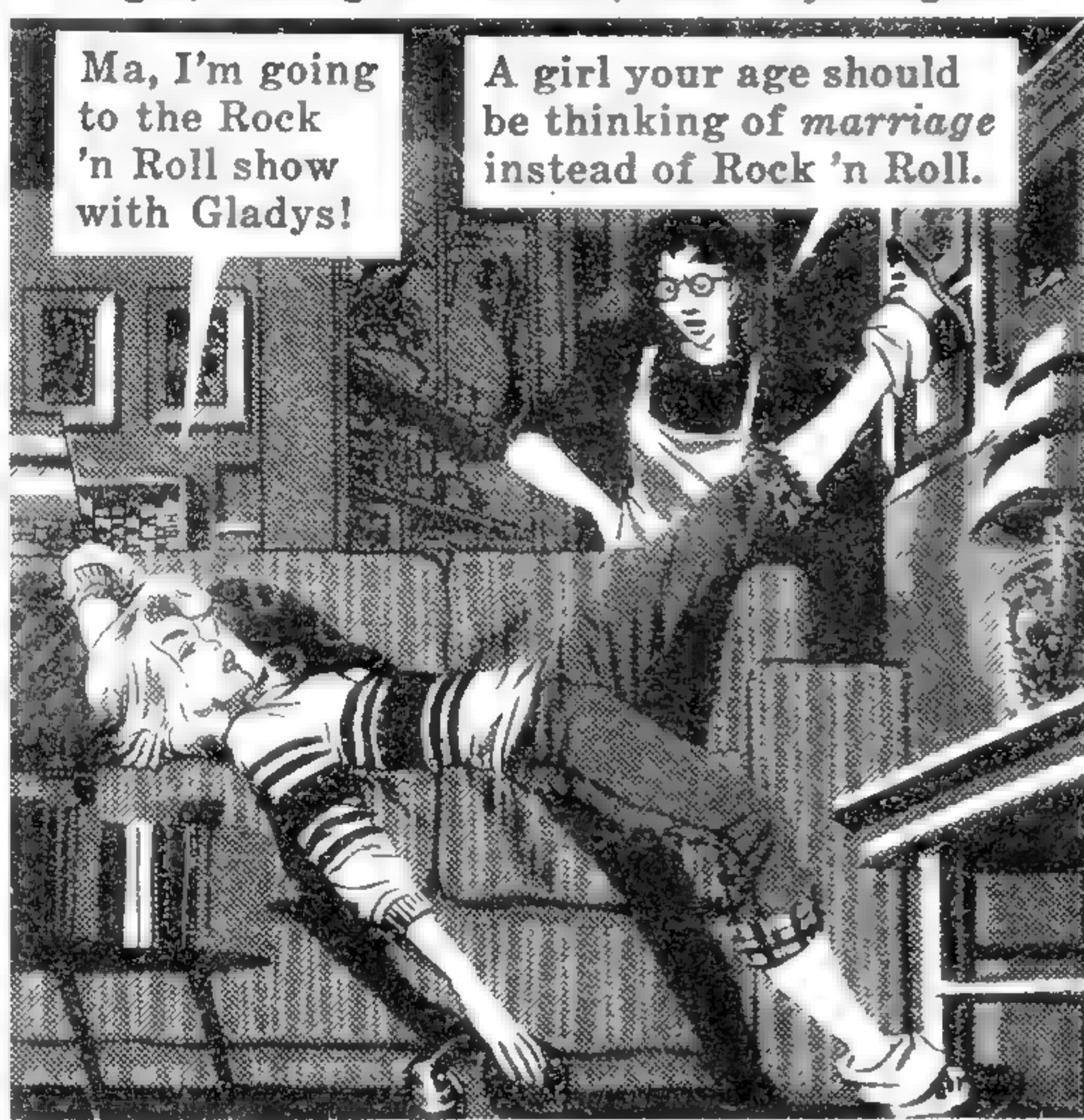
Note that Steve and his friend, Bill (the name "John" is distasteful, reminds people of John Wilkes Booth!), are no longer boy mechanics. The real mechanics in the country might be offended, and we don't want to appear anti-union.



From the Ad Agency TV Director, the script was turned in to the Sponsor, who had his own thoughts and made these changes:



This is a fine play. However, may I remind you that it's sponsored by Globber's Breadcrumbs, not Baseball. Since Globber's Breadcrumbs are used by women, I've made the central character a girl, naming her Maxine, after my daughter.



Note my new emphasis on Rock 'n Roll. I think this is important for product-exposure. Teenagers are potential Breadcrumb-buyers, so if we tie the two together in their minds, they'll buy Globber's Breadcrumbs when they grow up.



From the Sponsor, the script was then sent to a Network Vice-President, who put the finishing touches on this final version:



Great script! Wouldn't want to touch it! But I do think that having a mother nag an unmarried daughter might offend spinster TV fans. So I've made it into a stepmother-stepdaughter relationship, and I've added a few stepsisters.



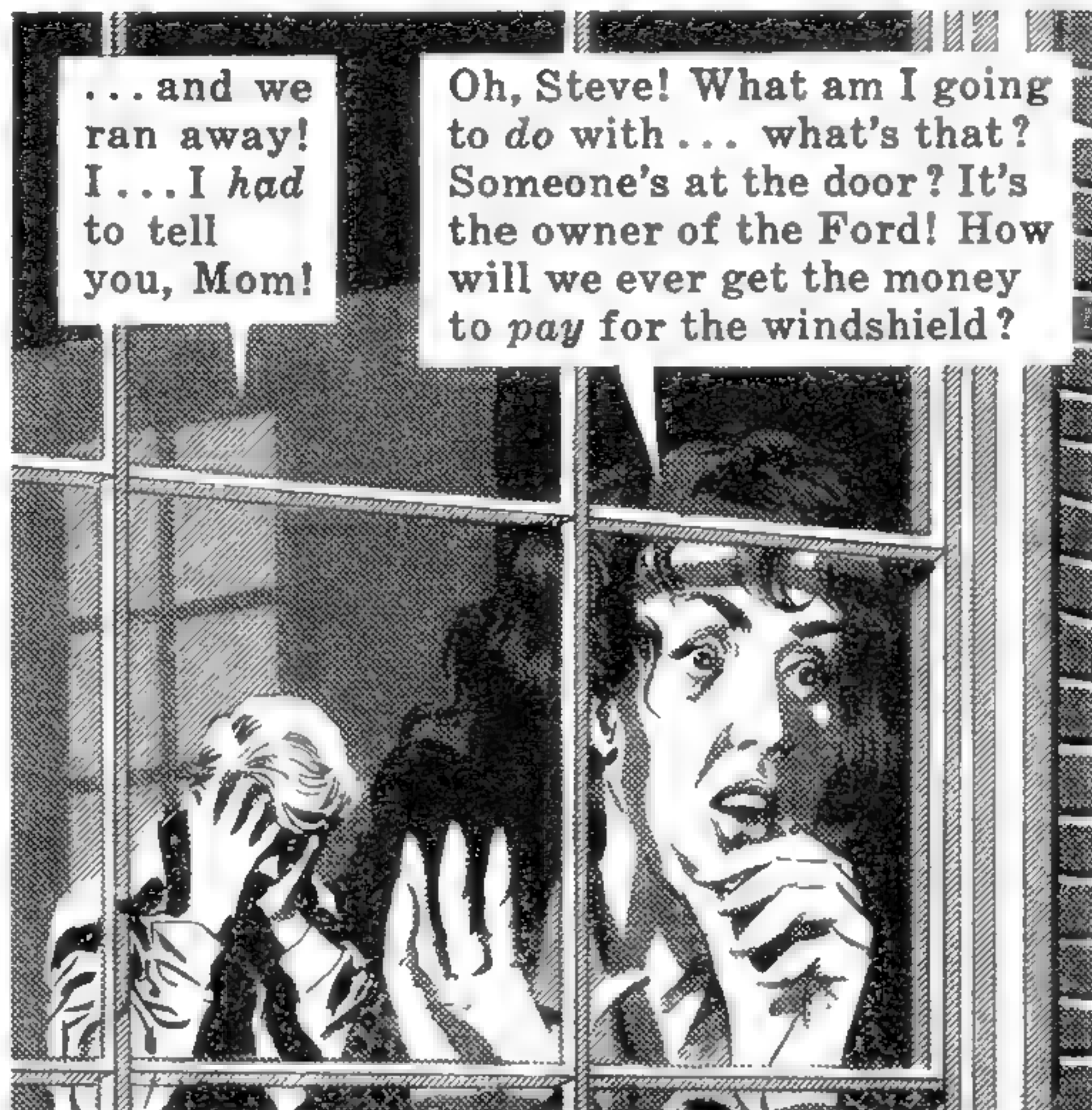
Since Rock 'n Roll might offend parents, I've changed the stage show to a fancy costume ball. By replacing the girl friend with a godmother, we add family interest, and also create a part for Daphne Rancid, who's under contract to us.



I've rewritten here so the boys play baseball. This agency is also handling the Major League telecasts this season, so we might as well get in a plug where we can. I've also changed the car to a Ford. It might help land the account.

No changes! I just want to point out that by eliminating the father, it means the boy lives alone with his mother, she takes in laundry, they're hard up, and she cries a lot. It keeps the audience in a sober mood for commercials.

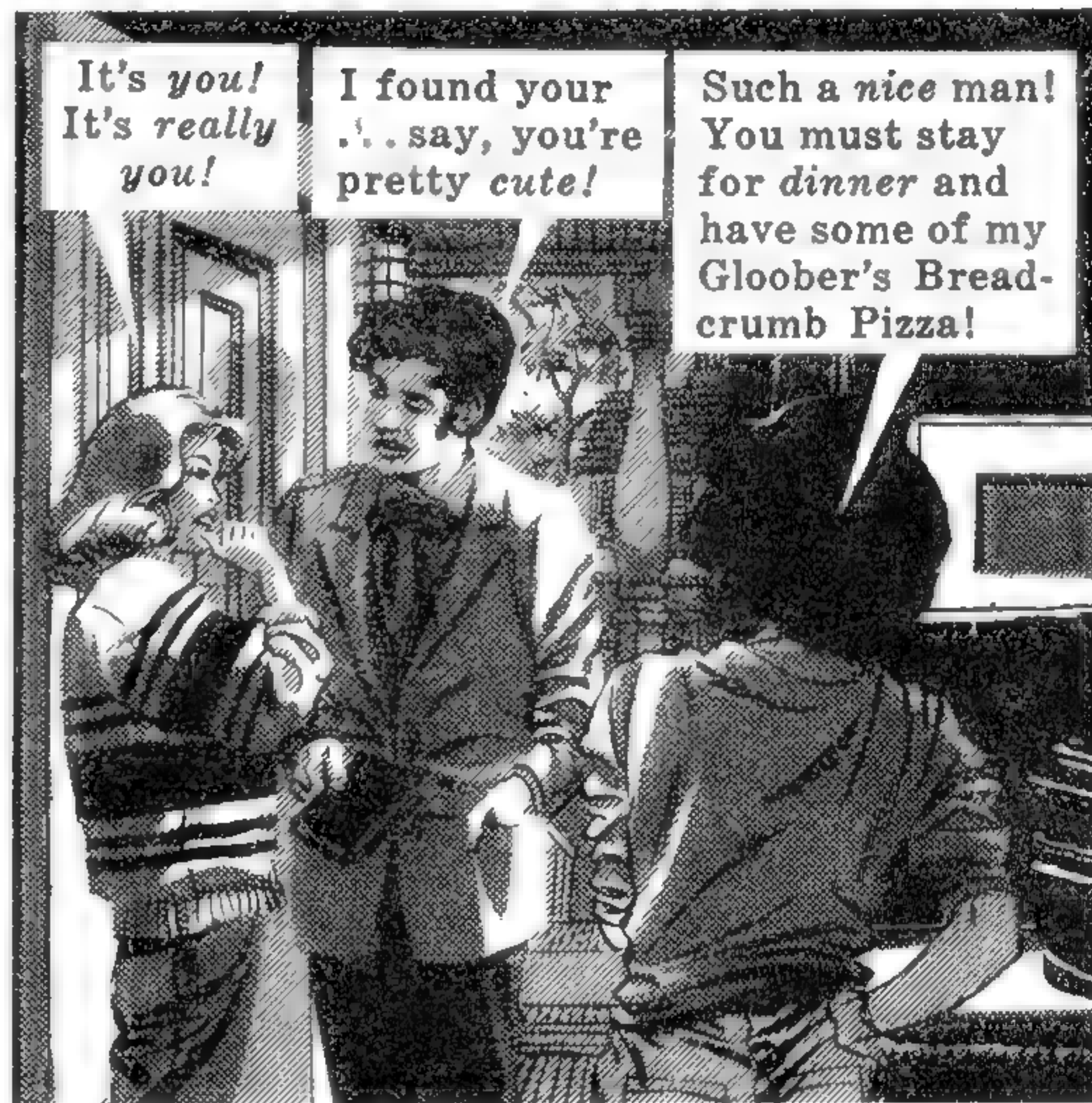
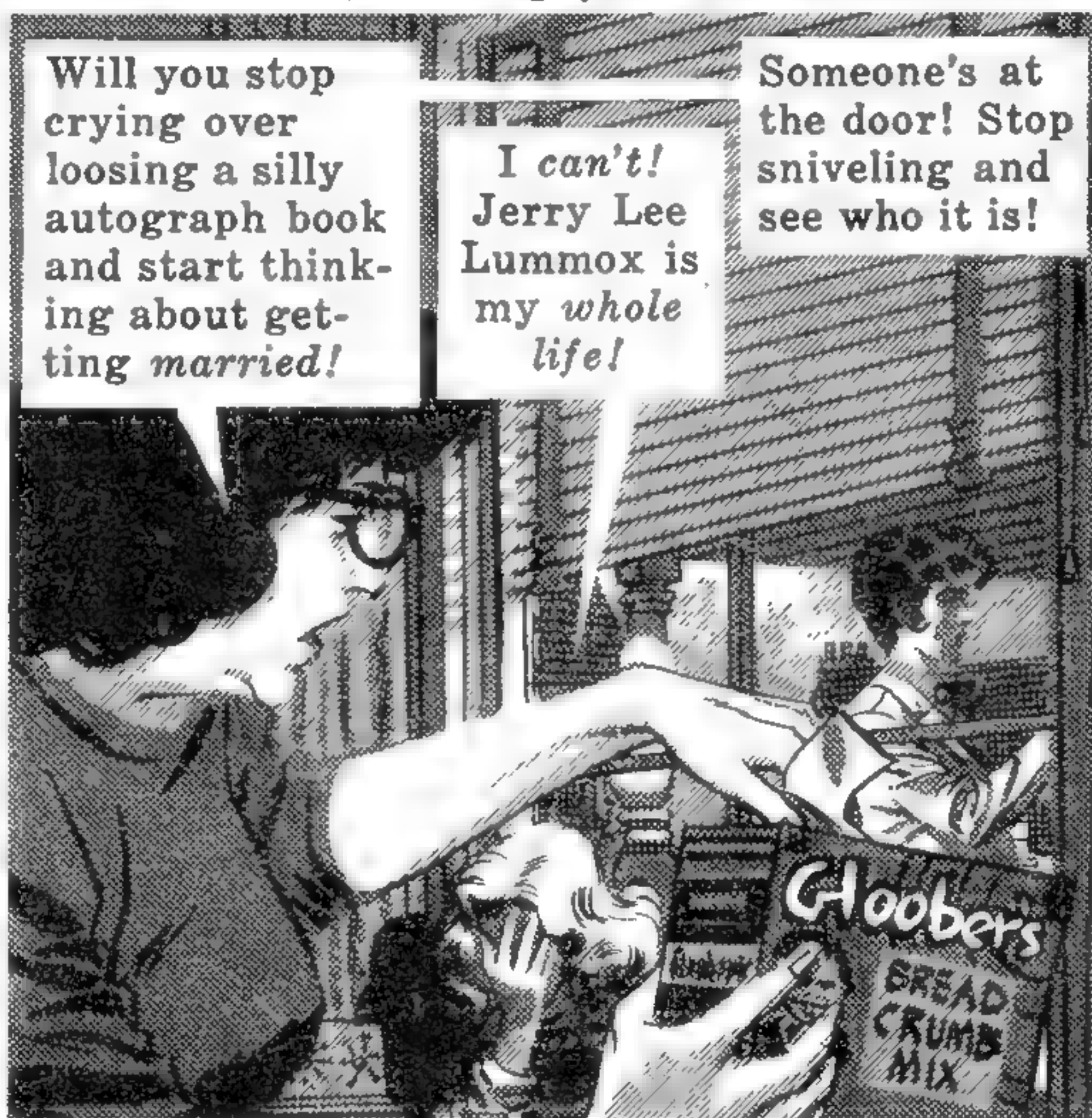
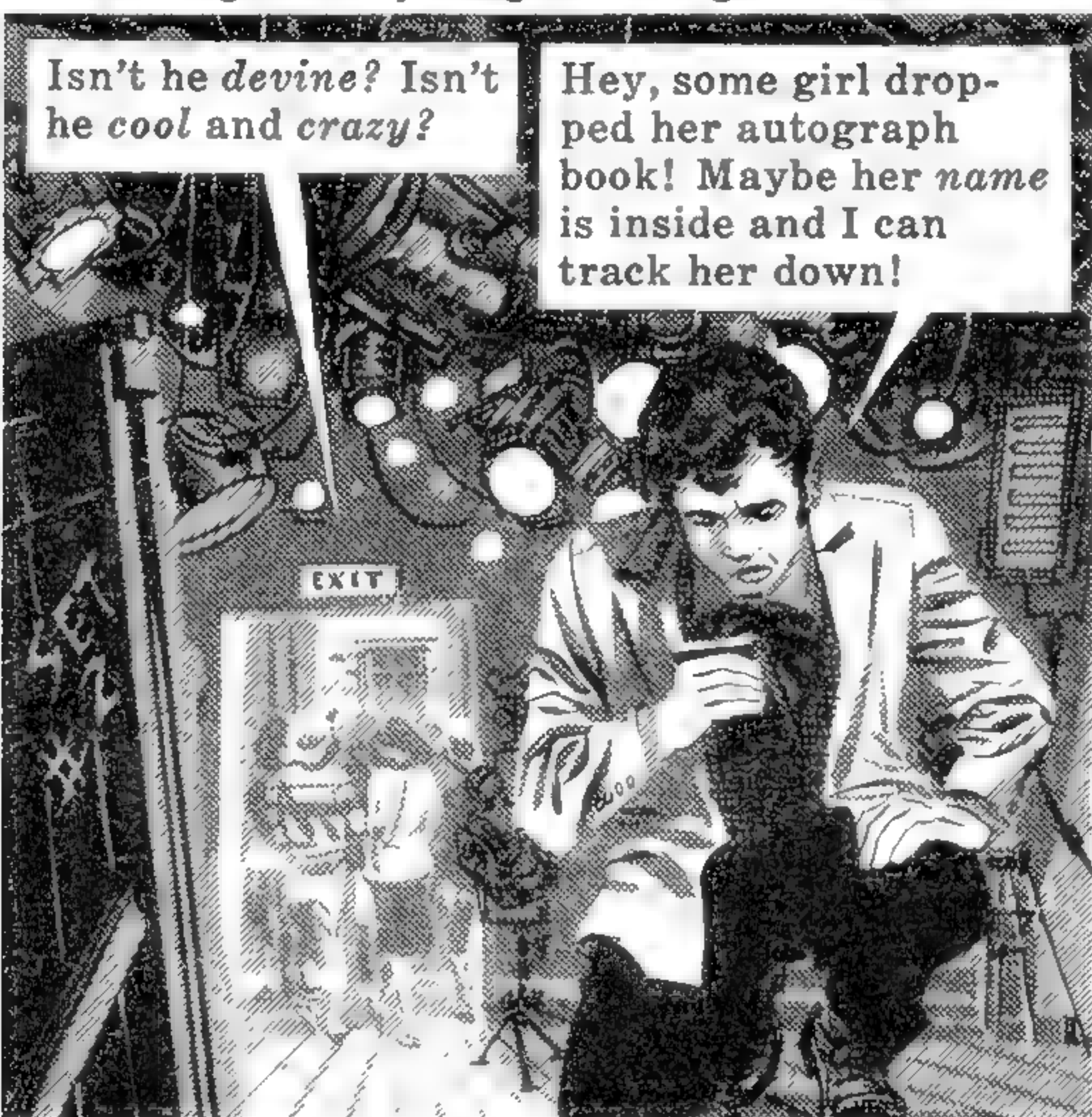
This scene lacked real emotion, so I fixed it. Since every American boy dreams of becoming a Big League ball player so he can make lots of money and help his old sick mother, let's have the car-owner turn out to be a Baseball Scout.



I'm glad I could eliminate the baseball scenes. This new backstage scene gives all the viewers a chance to see Dicky Finster, my daughter's favorite entertainer, who I suggest be cast as the singer so my daughter can get to meet him.

I've tinkered here. By having the girl cry, we give the mother a chance to do something else while she comforts her, like opening a box of Globber's Breadcrumb Mix. Note the close-ups I've indicated, shooting past the Globber box.

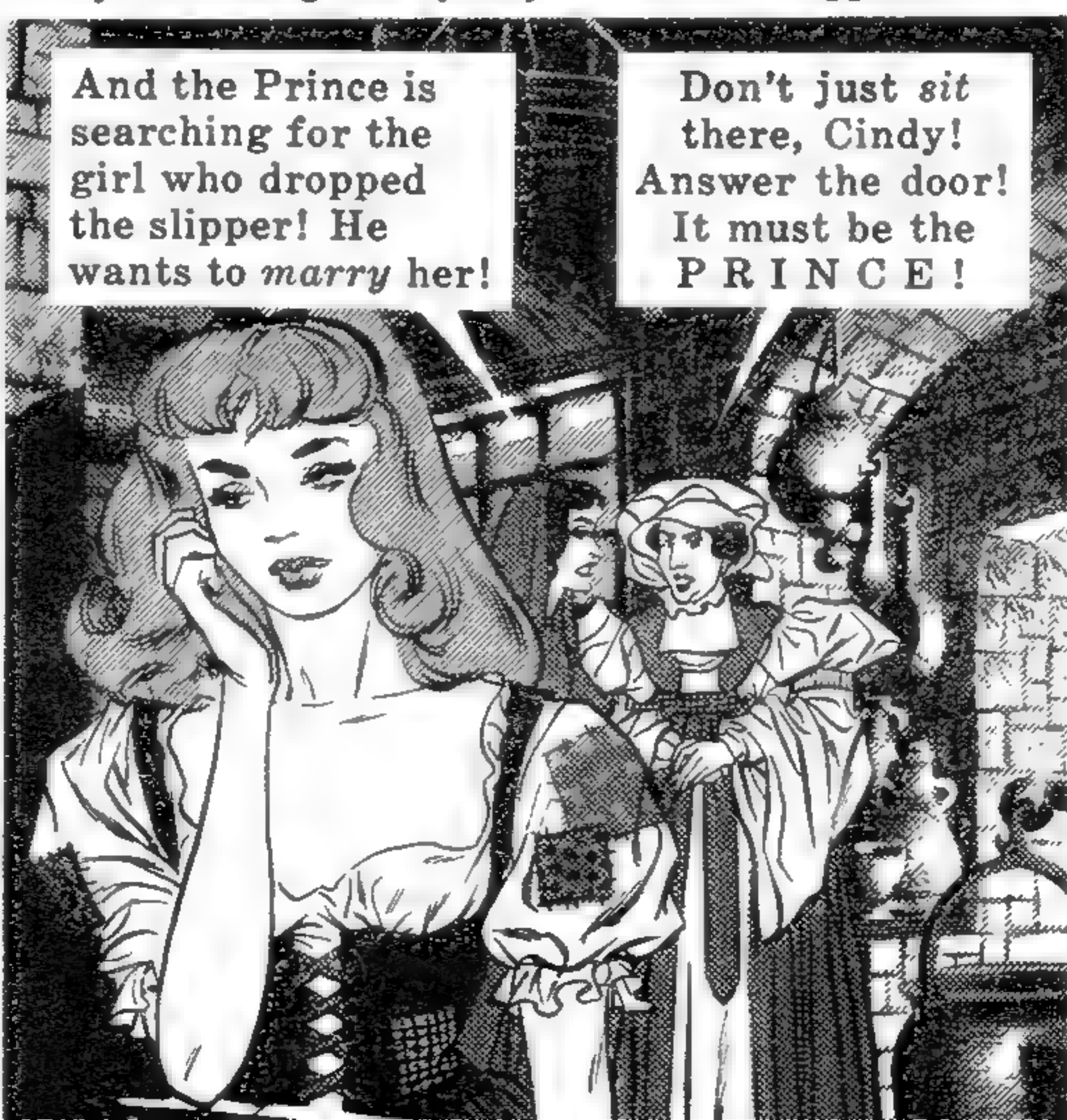
The last scene has everything—now. It brings the boy and girl together, it gives Dicky-boy a chance to sing another song, and mainly, it gives the mother more time to show off some of her tasty-looking Globber's Breadcrumb recipes.



I don't mean to be difficult, but an autograph book doesn't make much sense at a costume ball. I changed it so she loses her slipper instead. And having the girl (I've named her Cindy) due home by midnight injects some needed suspense.

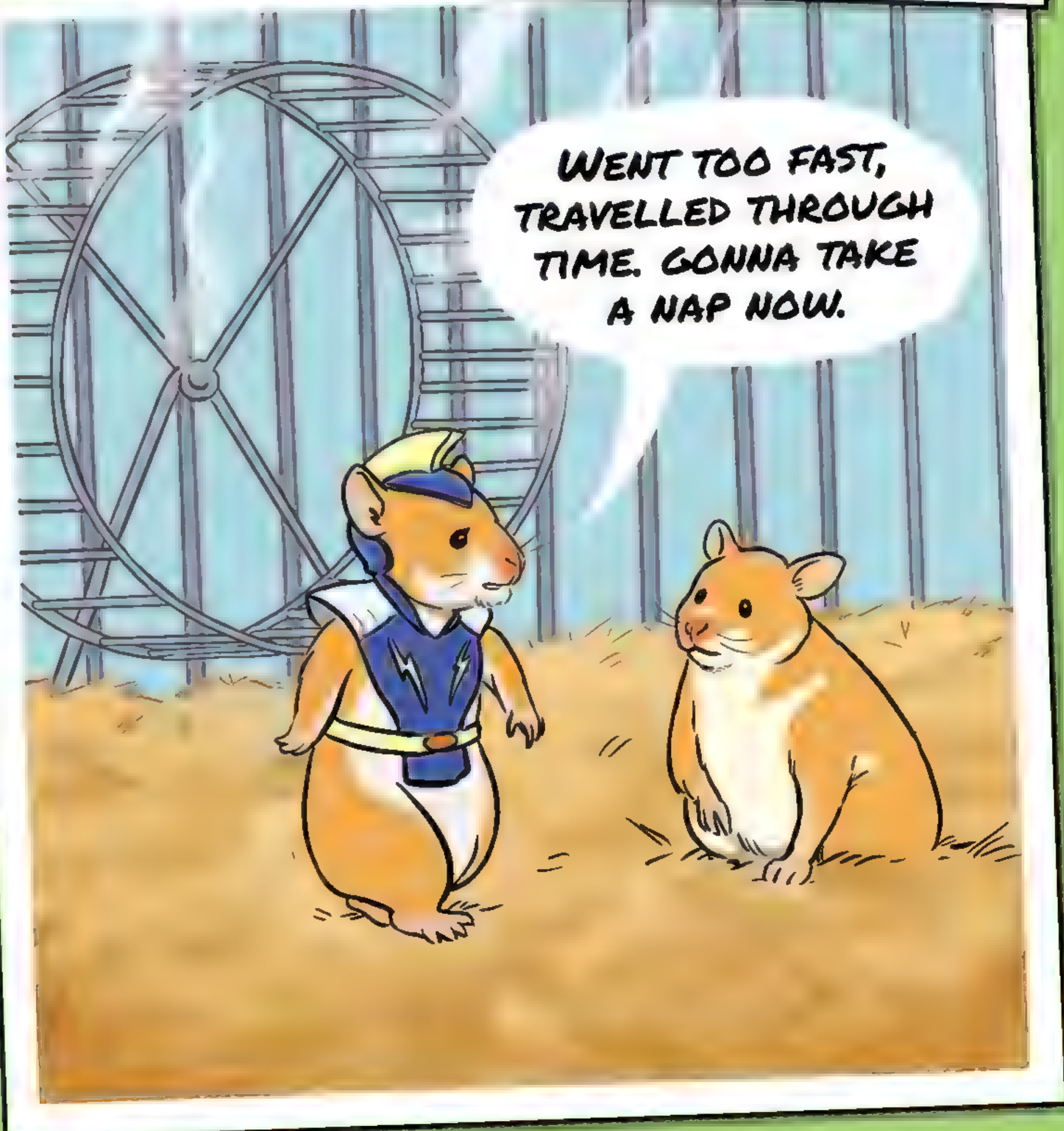
Since this is a touchy script, let's avoid all objections by changing the time to the Middle Ages. And let's soft-pedal the sponsor's plugs! After all, we could ruin this really great play by following everybody's two-bit suggestions.

A few minor alterations in plot, characterization and dialogue, and the show wraps up just beautifully. The critics should love it. This is the kind of fresh new writing TV needs! The author should be encouraged to do more for us!



Meanwhile...

WRITER IAN BOOTHBY
ARTIST PIA GUERRA



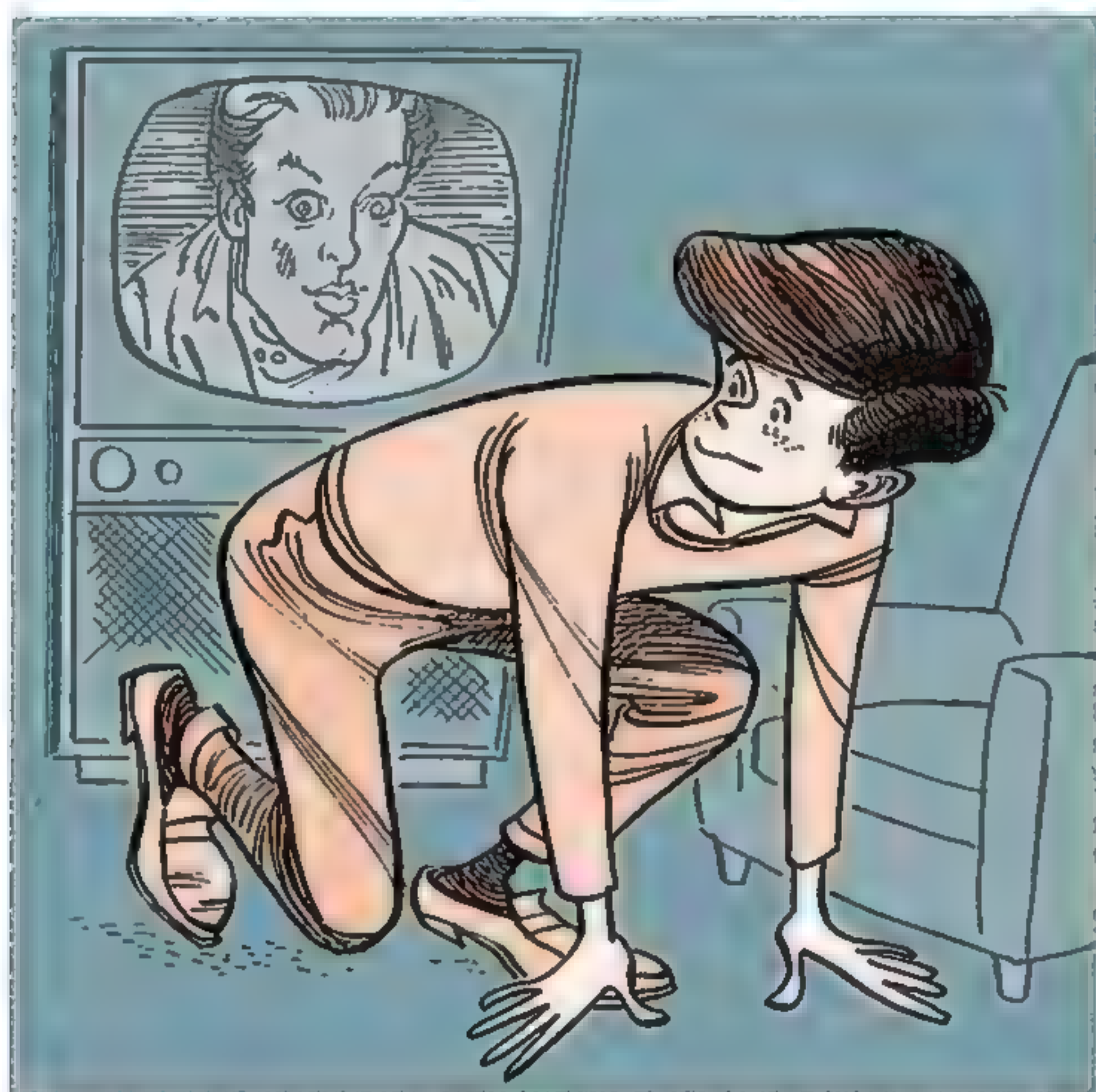


When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

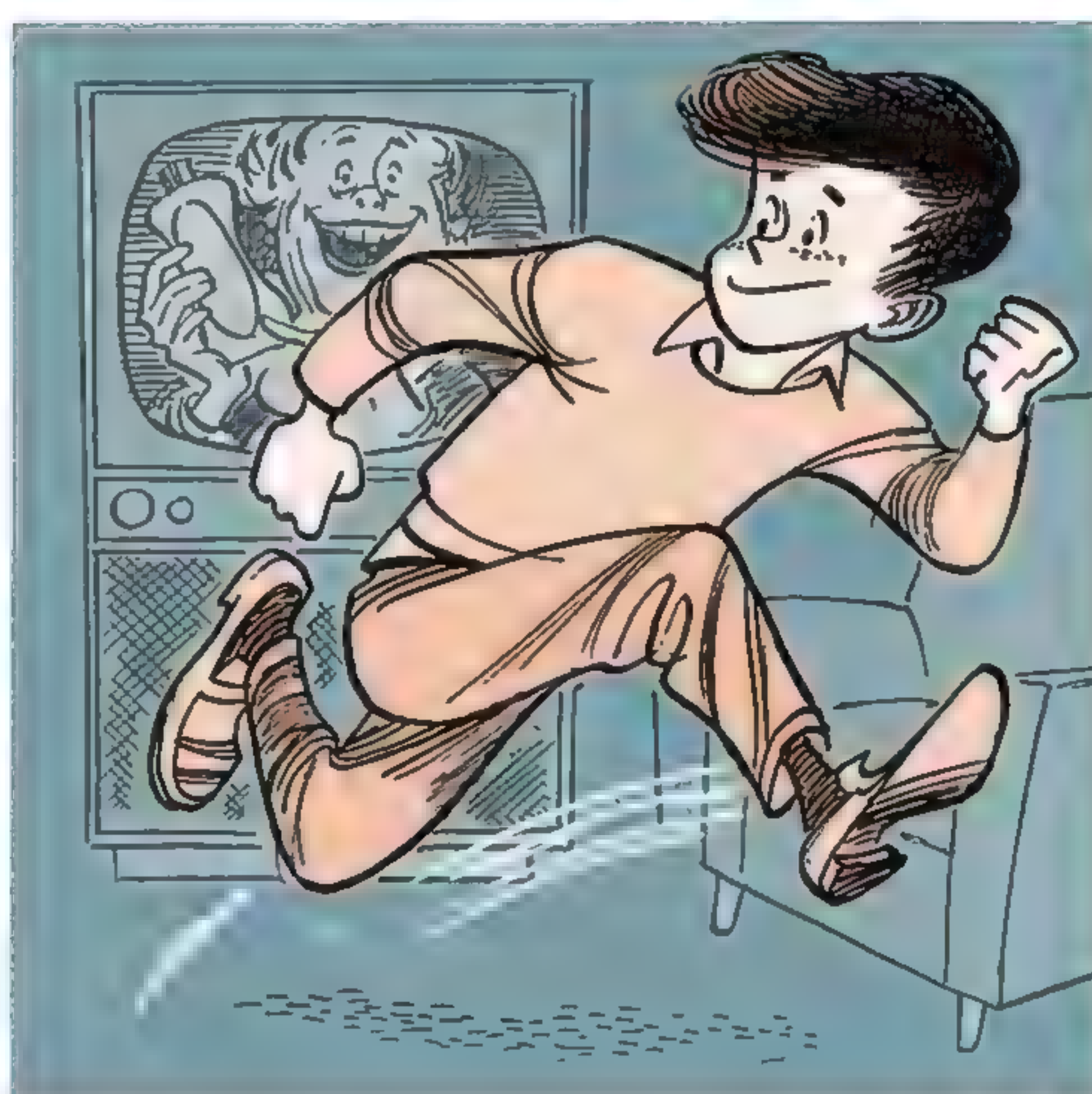
THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

WRITER AL JAFFEE ARTIST BOB CLARKE COLORIST CARRIE STRACHAN

MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.



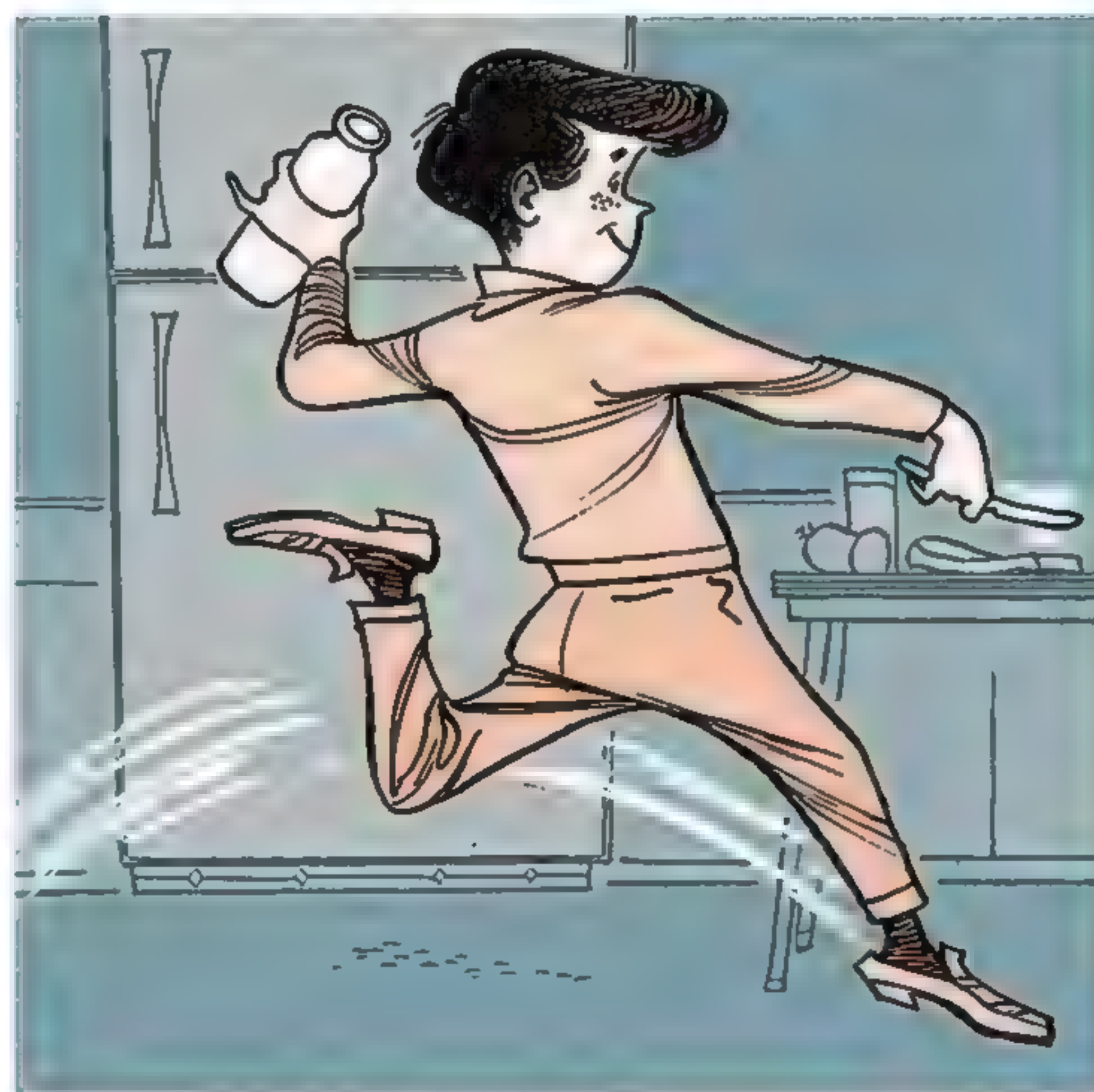
As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.



First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.



Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.



Next stop is Kitchen—where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.



Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat ... just in time for resumed program.

NEW MAD PRODUCTS FOR USE DURING TV COMMERCIAL-BREAKS

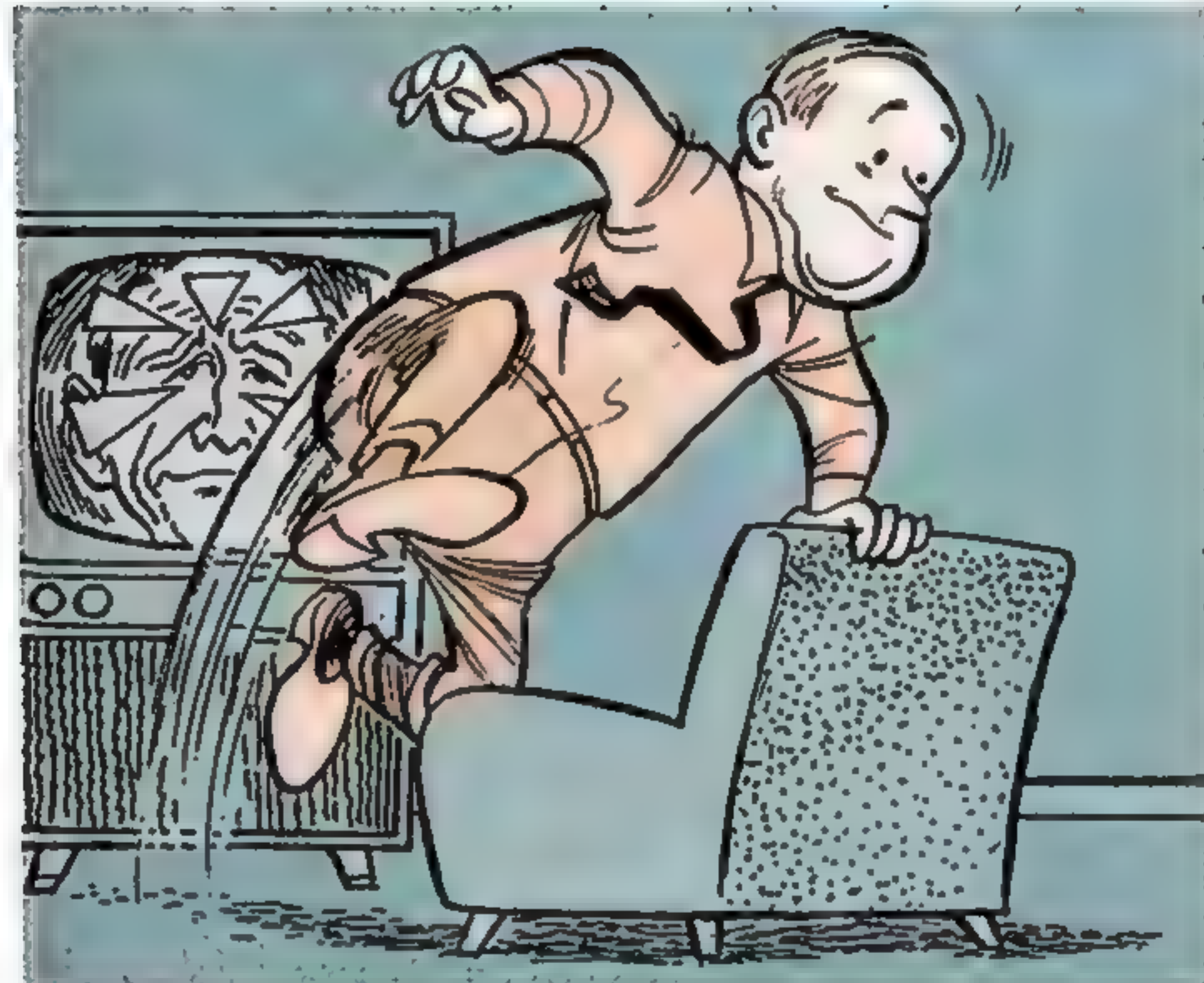


People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help

them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

THE CORNER GRAB-BAR

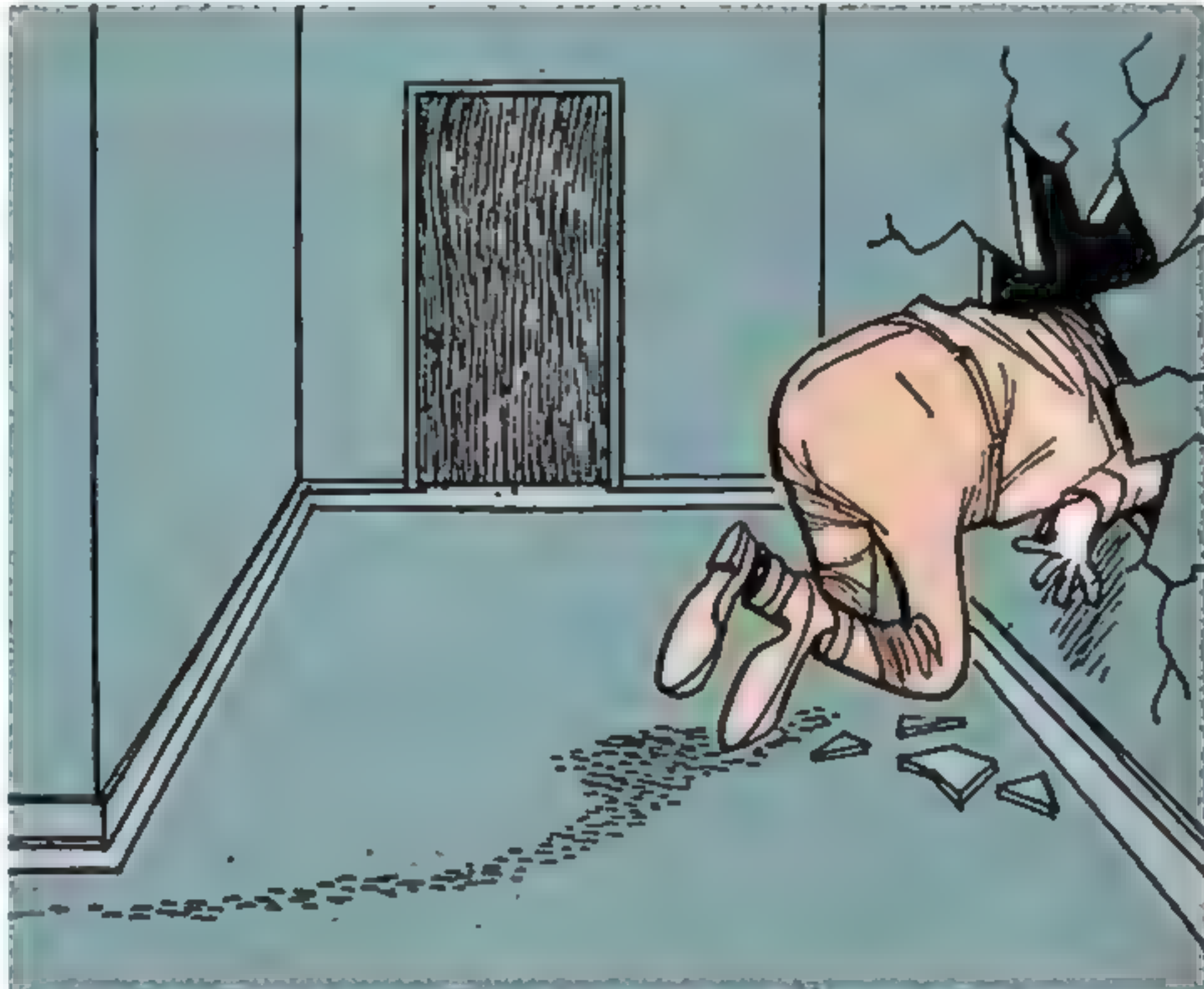
Old Way



As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.

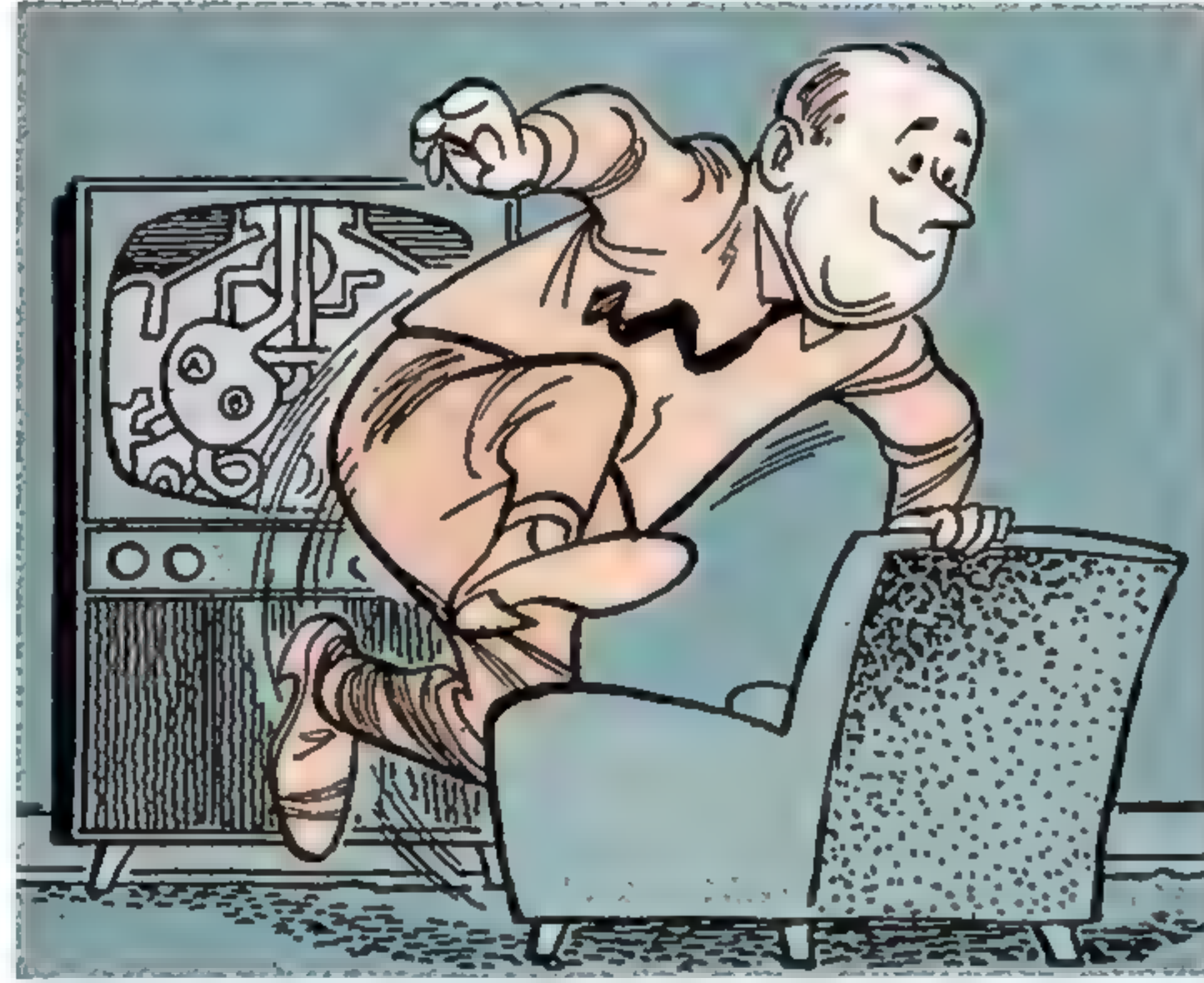


Due to inertia, viewer loses precious time making wide turn rounding corner.

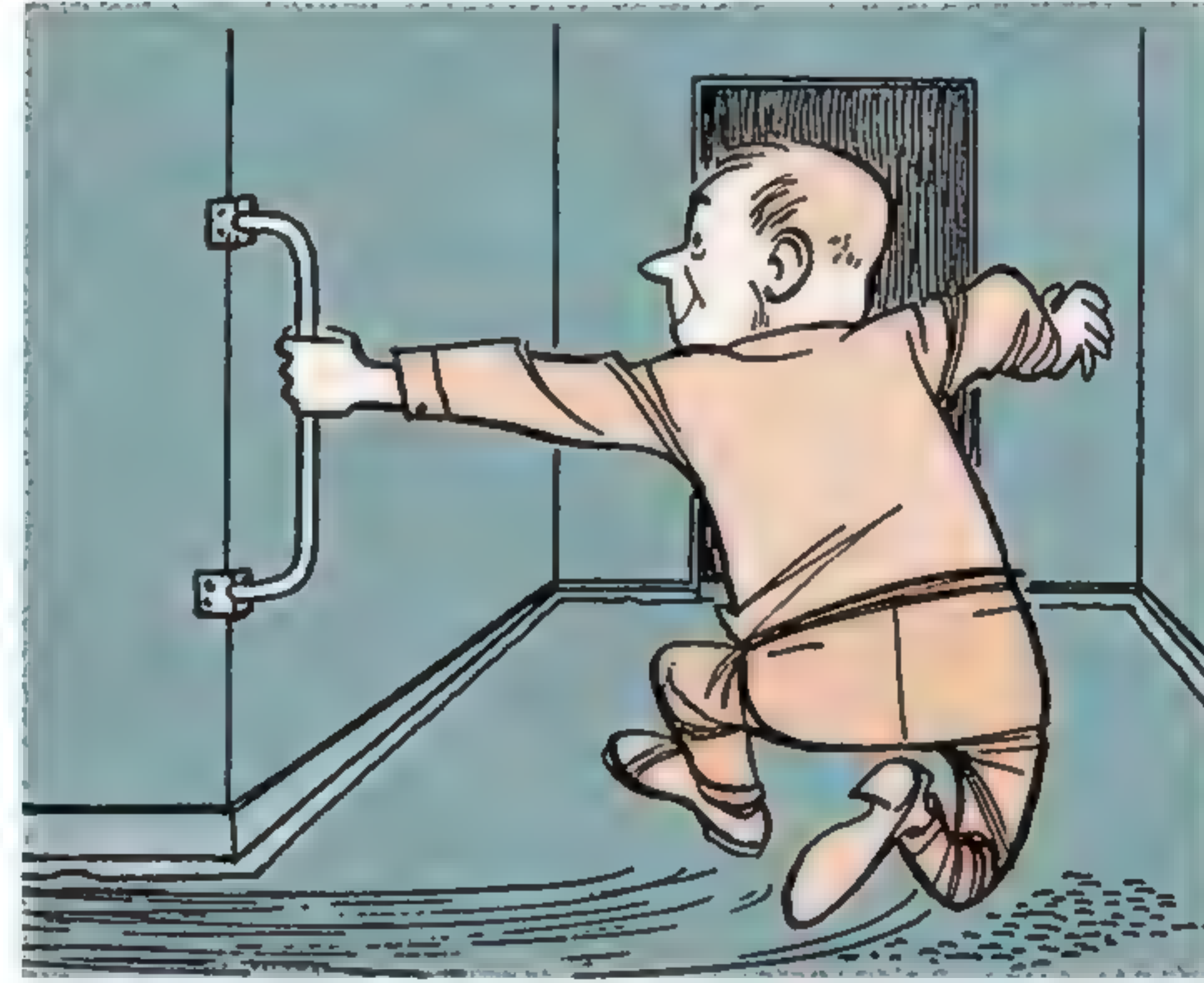


Even sadder is when he loses balance, hits wall, and misses rest of program.

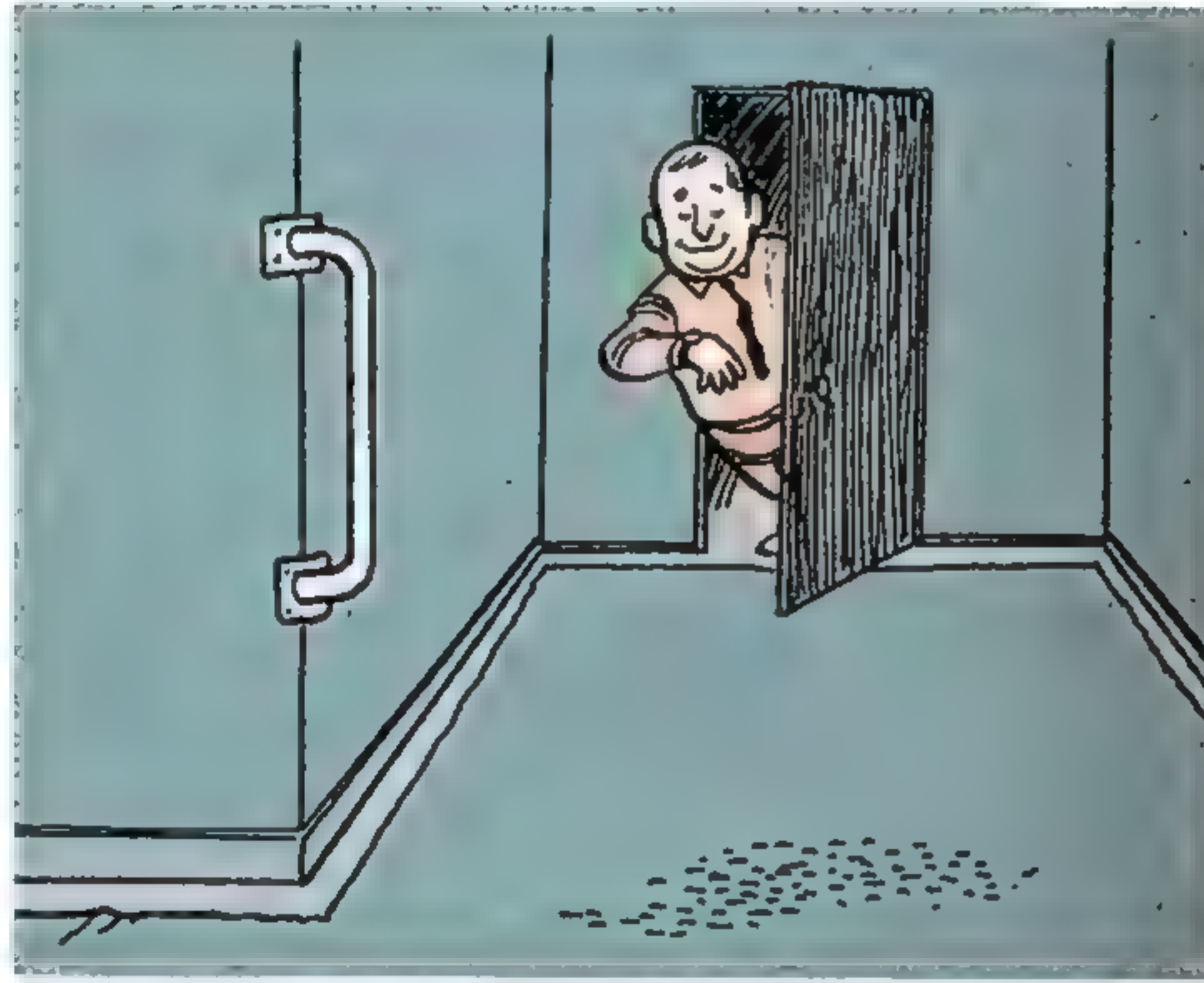
New Way—with Corner Grab-Bar



Viewer again bolts from chair, heads for that tricky, treacherous corner—



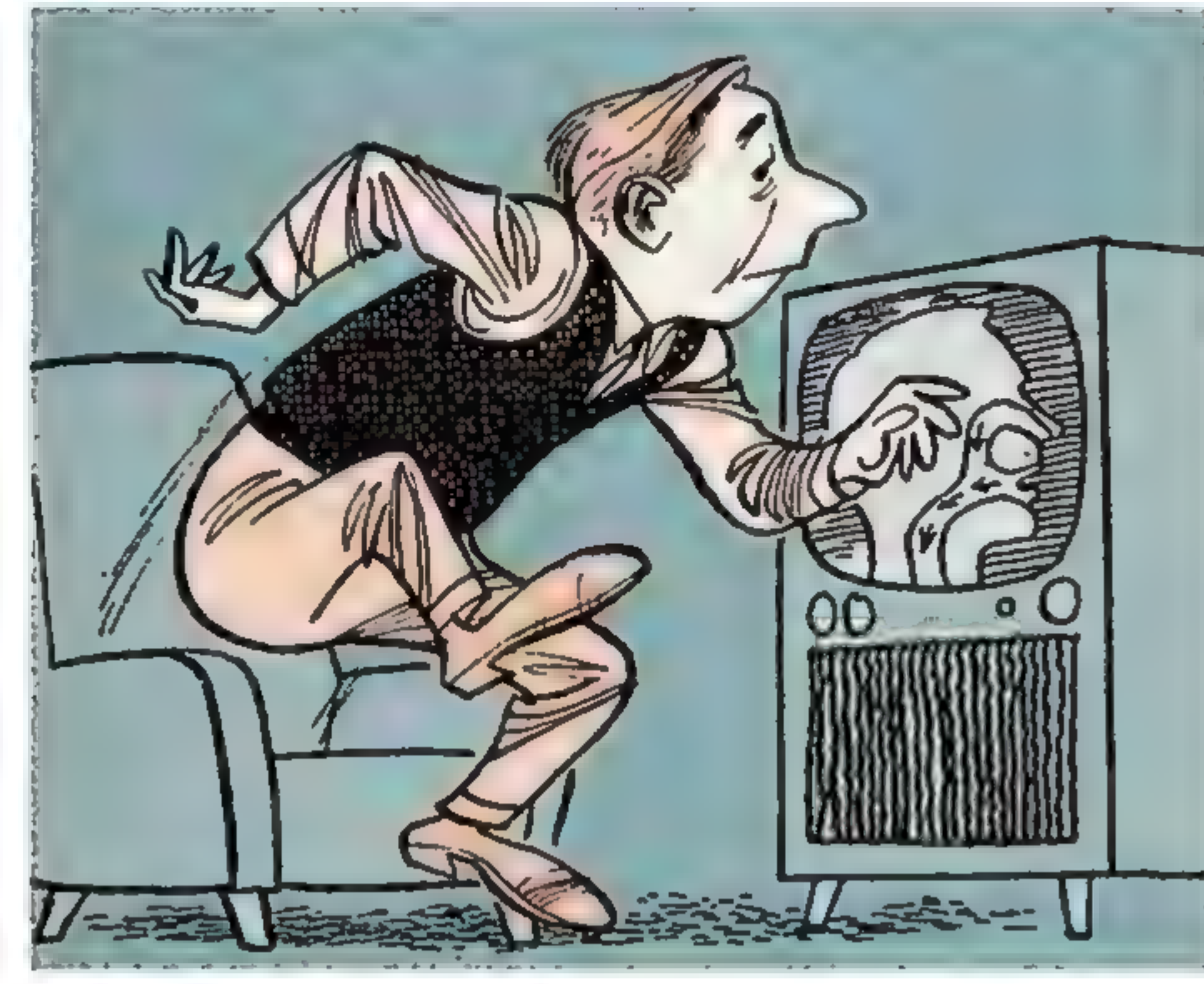
But this time, "grab-bar" is there—and he can make tight, graceful turn.



Hurled safely in right direction, he also shaves 4 secs. off his best time.

ELECTRIC-EYE DOOR-OPENER

Old Way



As Commercial-Break comes on, viewer bolts from chair and heads for door.

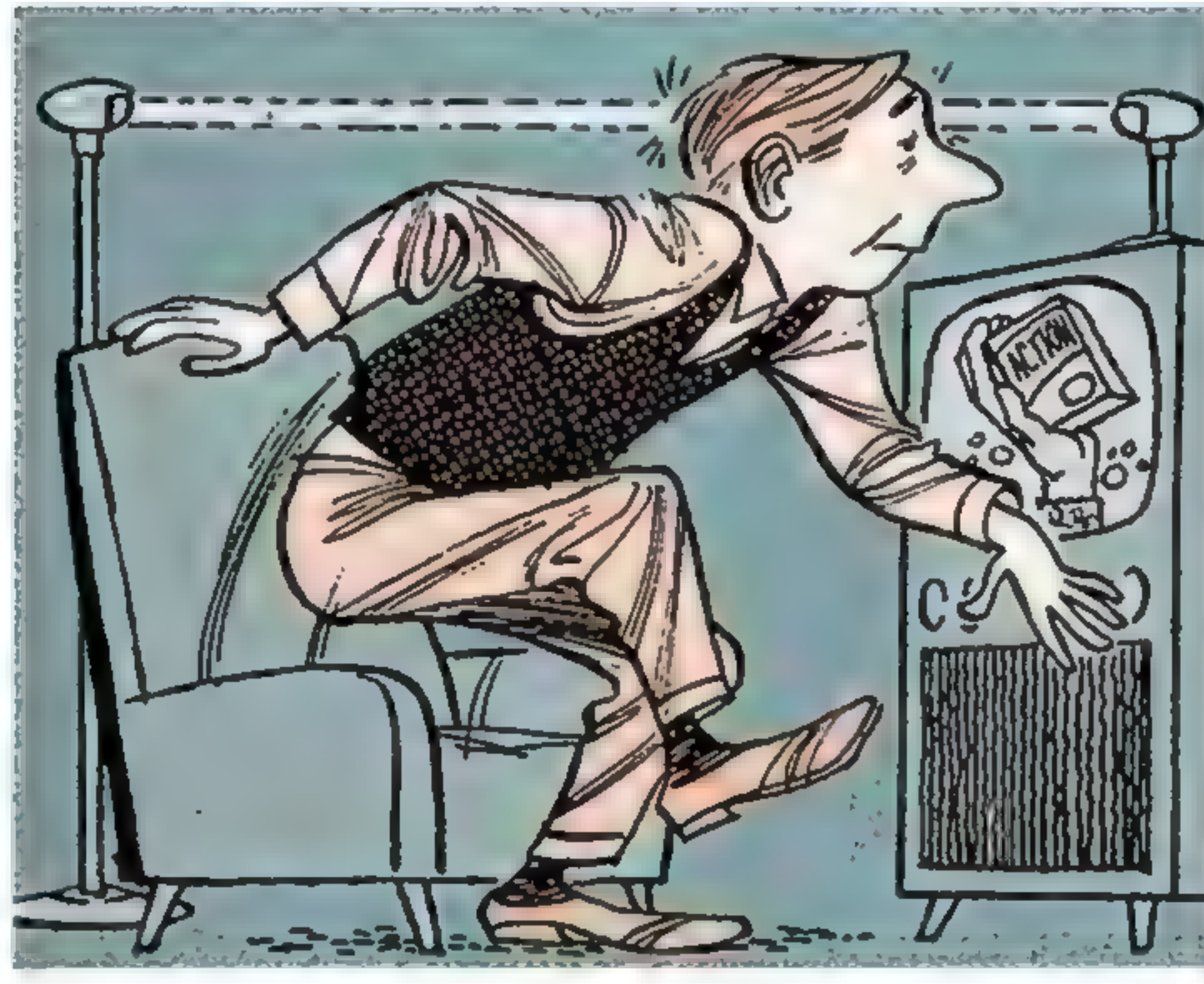


When he gets to door, he has to stop and pull it open, losing 3½ seconds.

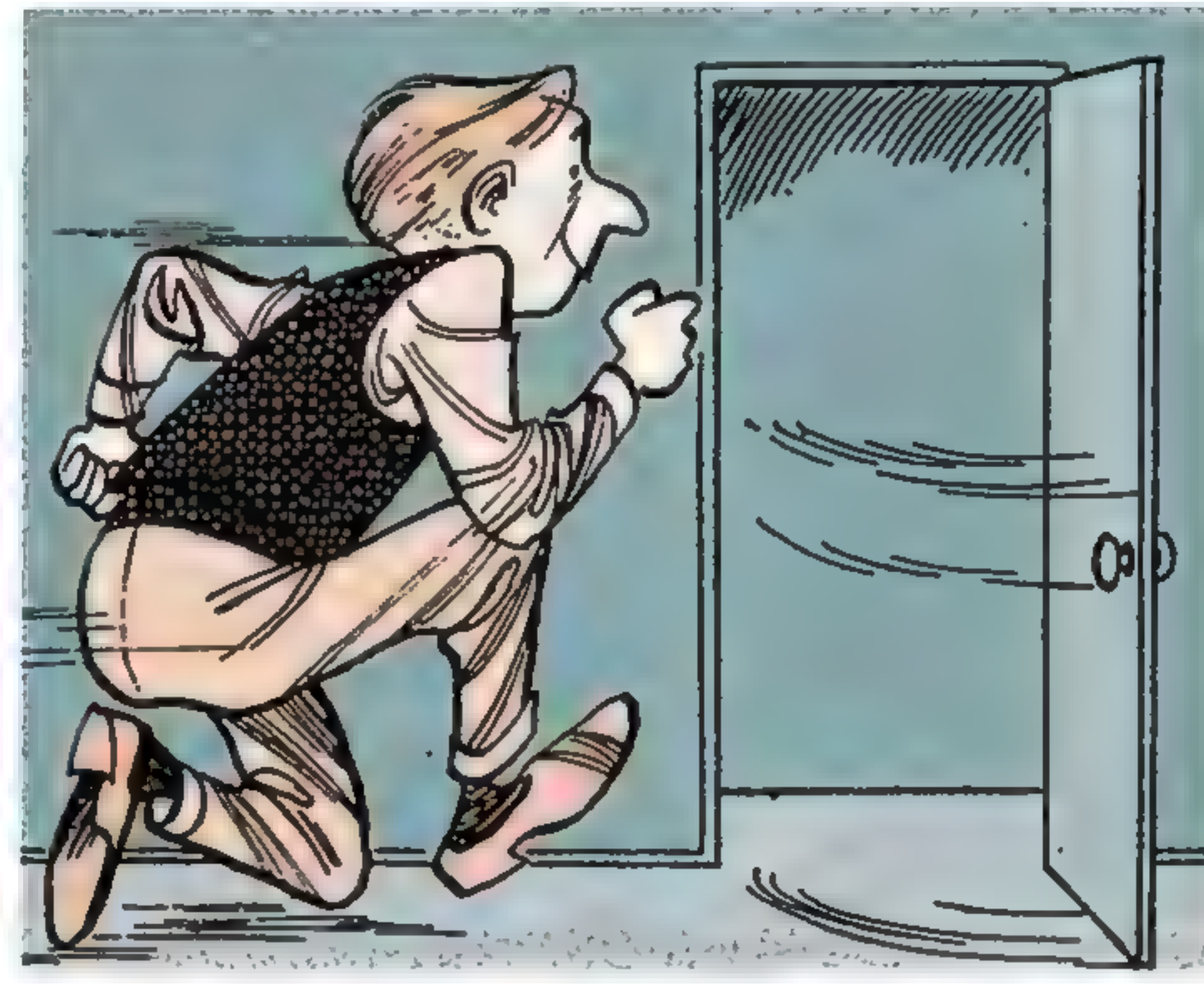


Sometimes he forgets, and pushes door open, losing \$20.00—for a new door.

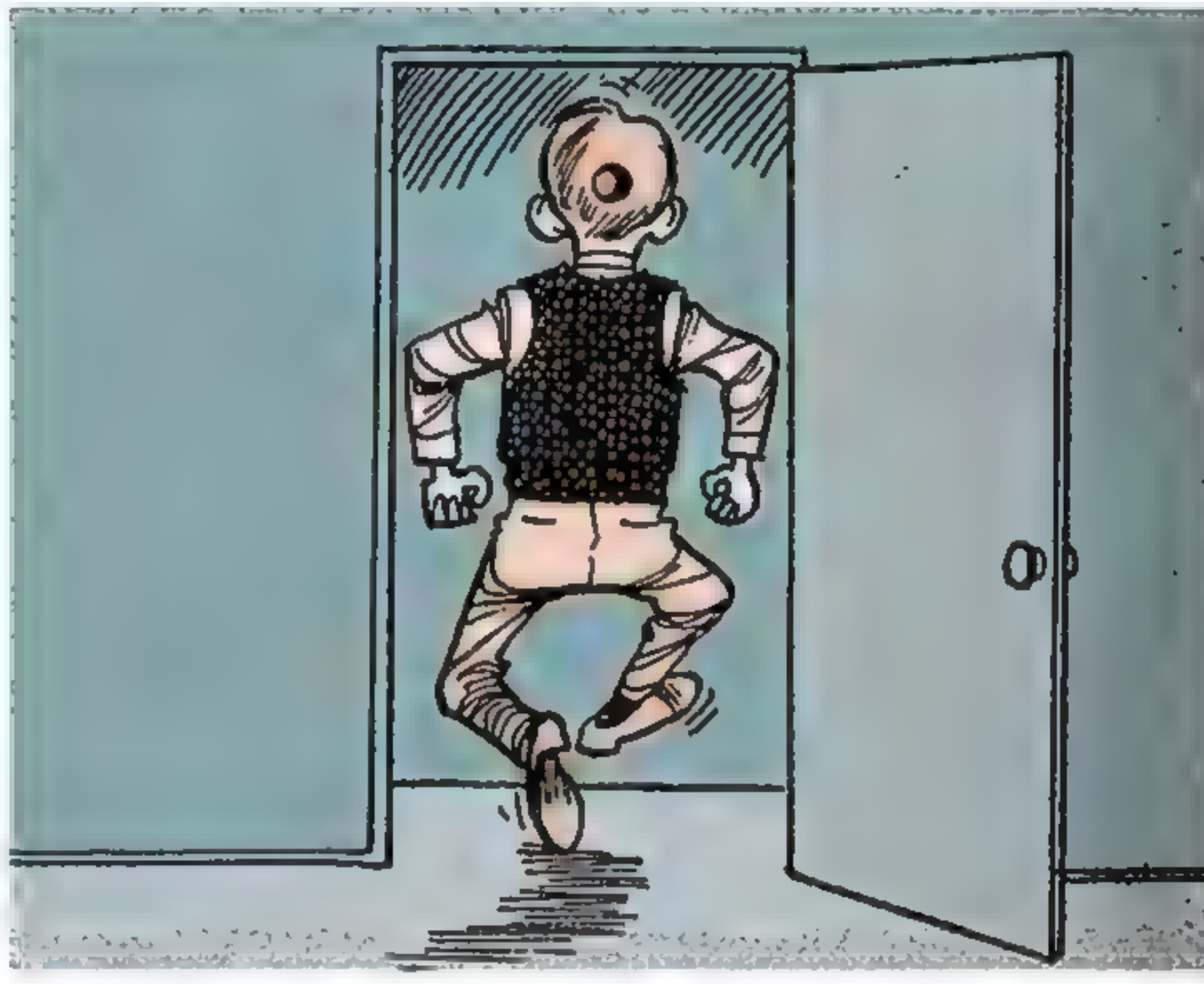
New Way—with Electric-Eye Door-Opener



As commercial comes on, viewer jumps up, breaking electric eye light beam.

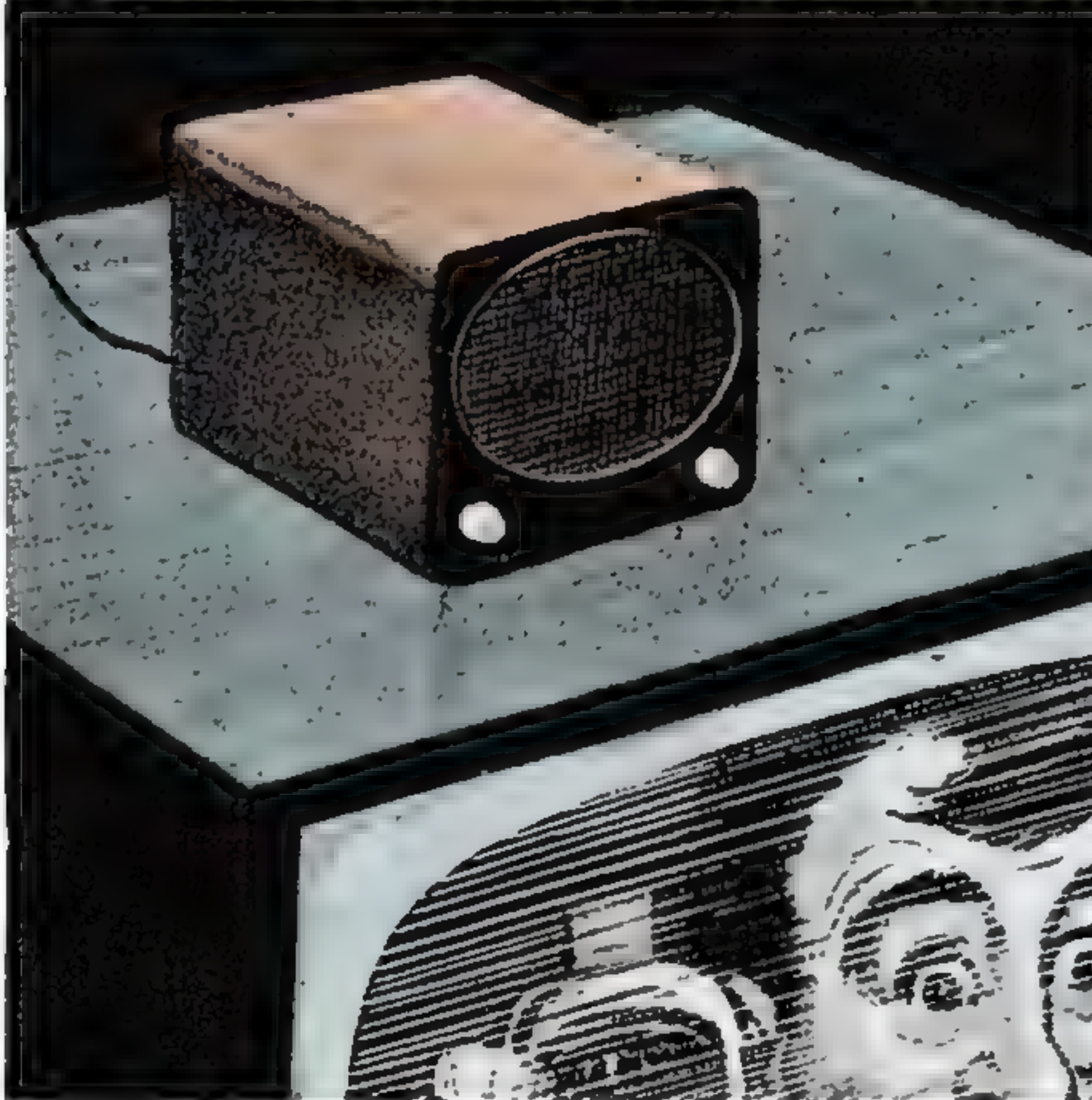


Broken light beam automatically opens door in plenty of time for viewer...



And he passes through safely, saving time and money...and mainly, injury.

THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

THE TELEPHONE CUT-OFF



Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

SURE-GRIP OVERSHOES



These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 50% more time. As Commercial Break comes on, viewer presses appropriate

button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.



With longtime hit *Friends* going off the air soon (and *Who Wants to Marry My Dad?* not exactly a worthy replacement), it's no wonder NBC signed up Matt LeBlanc for a spinoff series based on his Joey Tribbiani character. And since the other five *Friends* cast members' movies haven't held up well compared to, say, *Gigli*, we're pretty sure they'll quickly come crawling back to the Peacock network too! Which is why you should brace yourself for...

MORE RIDICULOUS F.R.I.E.N.D.S SPINOFFS WE'RE SURE TO SEE...

★ MONICA'S MESS ★

Determined to take an active role in the war on terrorism, Monica enlists in the army and is shipped to Iraq, where she's assigned to the finest mess hall in downtown Tikrit. She soon concocts delicious baba ganoush and falafel. But daily sandstorms and ubiquitous camel droppings cause neat freak Monica to sink into depression and embark on an ill-advised shish kebob binge. A visit from ex-boyfriend Richard (Tom Selleck) starts to cheer her up — until his bushy mustache gets him mistaken for Saddam and he's shot to death.



LAW & ORDER CHANDLER BING UNIT

NBC has finally figured out the key to ratings success: just slap the name *Law & Order* in front of a show! This latest version finds Chandler Bing, long dissatisfied with his job as a data processor, joining the force and quickly rising through the ranks due to a "wacky" clerical error. In the series pilot, Sergeant Bing finally cracks down on former neighbor and lewd pervert Ugly Naked Guy. Bruce Willis guest stars as a narcoleptic loose cannon cop with a vaguely Spanish accent.



The Tom and Rachel Green Show

When Rachel helps MTV personality Tom Green pull off a pashmina-related prank on her boss Ralph Lauren, he offers her a co-hosting gig. The duo's new show is a hit thanks to stunts like Rachel forcing her baby to breast-feed from a cow's udder, and Tom tricking Gunther into drinking coffee he brewed using Emma's soiled diaper as a filter. In a very special episode, Rachel accidentally runs over Ross's old pet Marcel while pretending to lose control of a Segway scooter in Central Perk. After Tom taunts her with the roadkill, she cleverly proposes a new "Dead Monkey Boa" to Ralph Lauren, and the two become filthy rich!



Snoop Rossu Ross & His Frizz-ends

Finally responding to a decade of criticism that *Friends* rarely featured any black characters, NBC has created this "hip-hop" spinoff which finds David Schwimmer's Ross moving to Harlem and declaring himself "the funk doctor of paleontology." Now, Dr. Geller (aka Snoop Rossu Ross) not only works with bones, he smokes them. Snoop Ross rolls with a brand new posse of "frizz-ends," but keeps it real by giving shout-outs to his homies Chandler Bling-Bling and Phoebezzle Buffizzle. Co-starring Bone Crusher as rival West Coast paleontologist Dr. Mo Cheddah.

PHOEBE OR NOT PHOEBE?

Lisa Kudrow reprises her role as the loveably flaky masseuse, Phoebe. Or does she? That's the question you'll be asking during this unabashedly gimmicky sitcom in which viewers don't know until the end of each episode — and sometimes not even then — whether they've been watching Phoebe or her identical twin sister, Ursula. All of the other characters are identical twins too, so it's never clear exactly who's saying what to whom, or why they're saying it — if in fact they are. Special guest stars include the Olsen twins, *Antiques Roadshow*'s Keno brothers and NFL stars Tiki and Rhonde Barber.



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ARTIST TOM RICHMOND

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BELLY TIME

CLEVER SAYING

FATHER OF THE YEAR

Tina Feh, the writer, is doing a brilliant job!

It's a shame she's hampered by a female performer who's not doing her lines justice!

You mean Jane Krackheadski?

I mean Tina Feh the writer is being dragged down by Tina Feh the actress!

REFUSED SNL GAGS
NEW SCRIPT

50

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REFUSED SNL GAGS
NEW SCRIPT

BELLY TIME

FATHER OF THE YEAR

CLEVER SAYING

RATR

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CLEVER SAYING

FATHER OF THE YEAR

BELLY TIME

GREEK FLAG MUG

STAGE LIGHTS AND CAMERAS

BEAR BEHIND GLASS

SMALL DOG ON FLOOR

SCATTERED PAPERS

10

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The cartoon depicts a bustling, chaotic backstage area of a late-night comedy show. In the center, Tina Fey is being physically restrained by Jane Krakowski, who is holding a script titled "REJECTED SNL GAGS NEW SCRIPT". Fey looks exasperated. To their right, a man in a suit (Jock Dungaheap) holds a golden teapot labeled "FATHER OF THE YEAR". He has a speech bubble about his role as President in charge of programming. To the left, a woman in a purple jacket (Lizz LemonPledge) is shouting, and another woman (Henna Baloney) is singing into a microphone. A large crowd of other caricatured celebrities and writers surrounds them, some looking on with amusement or indifference. The background shows studio equipment like cameras and lights. The title "30 CROCK" is prominently displayed at the top.

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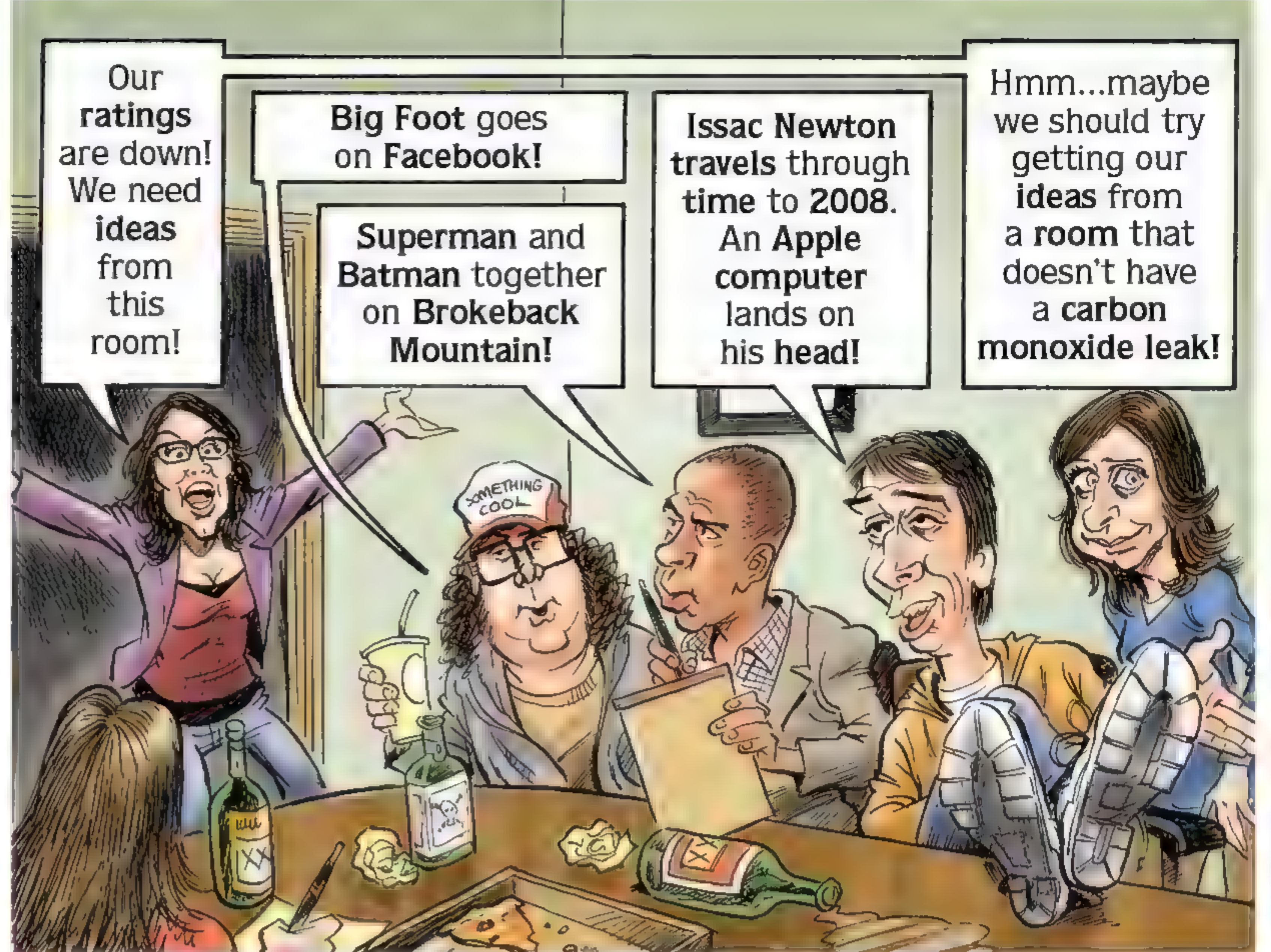
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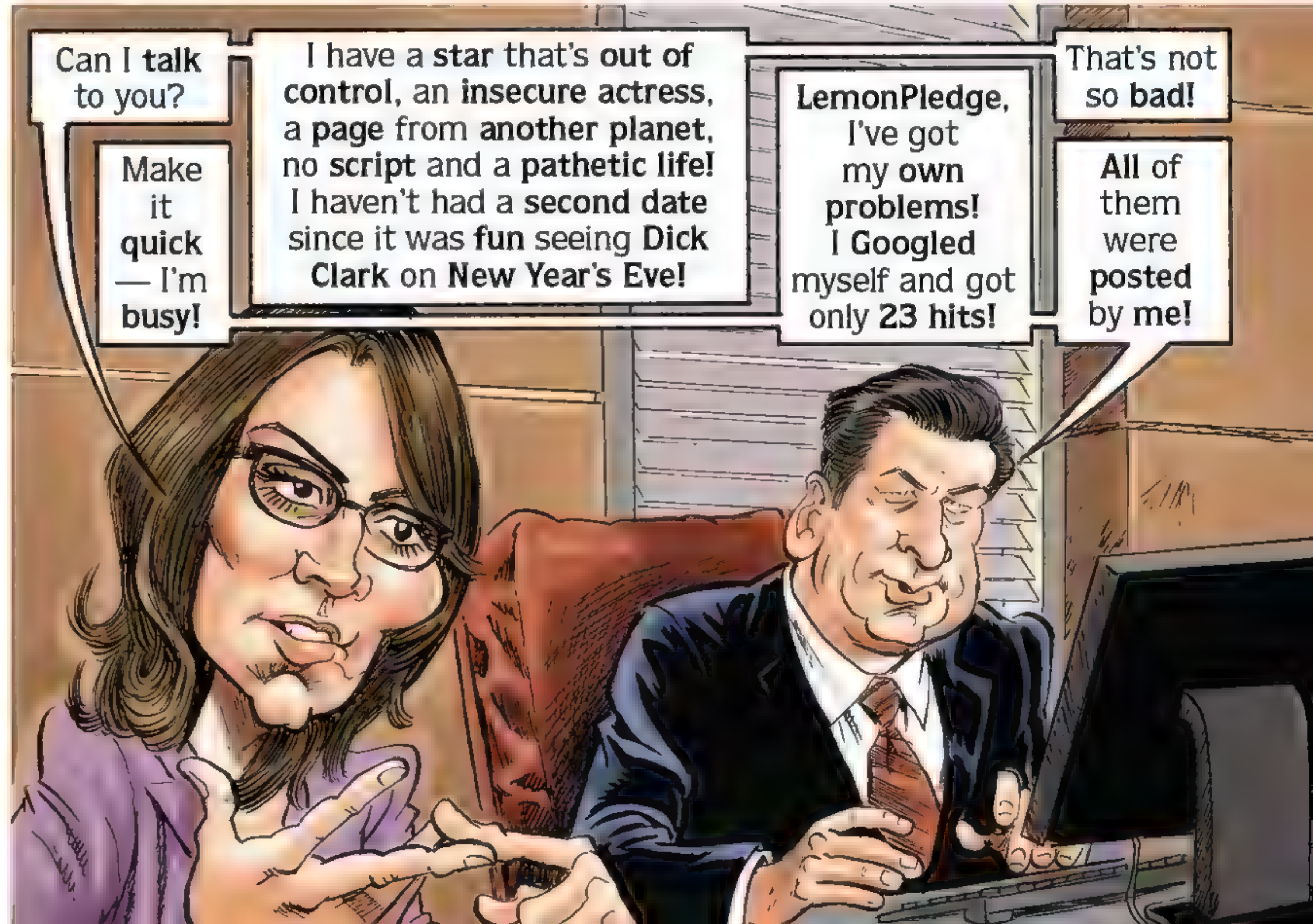
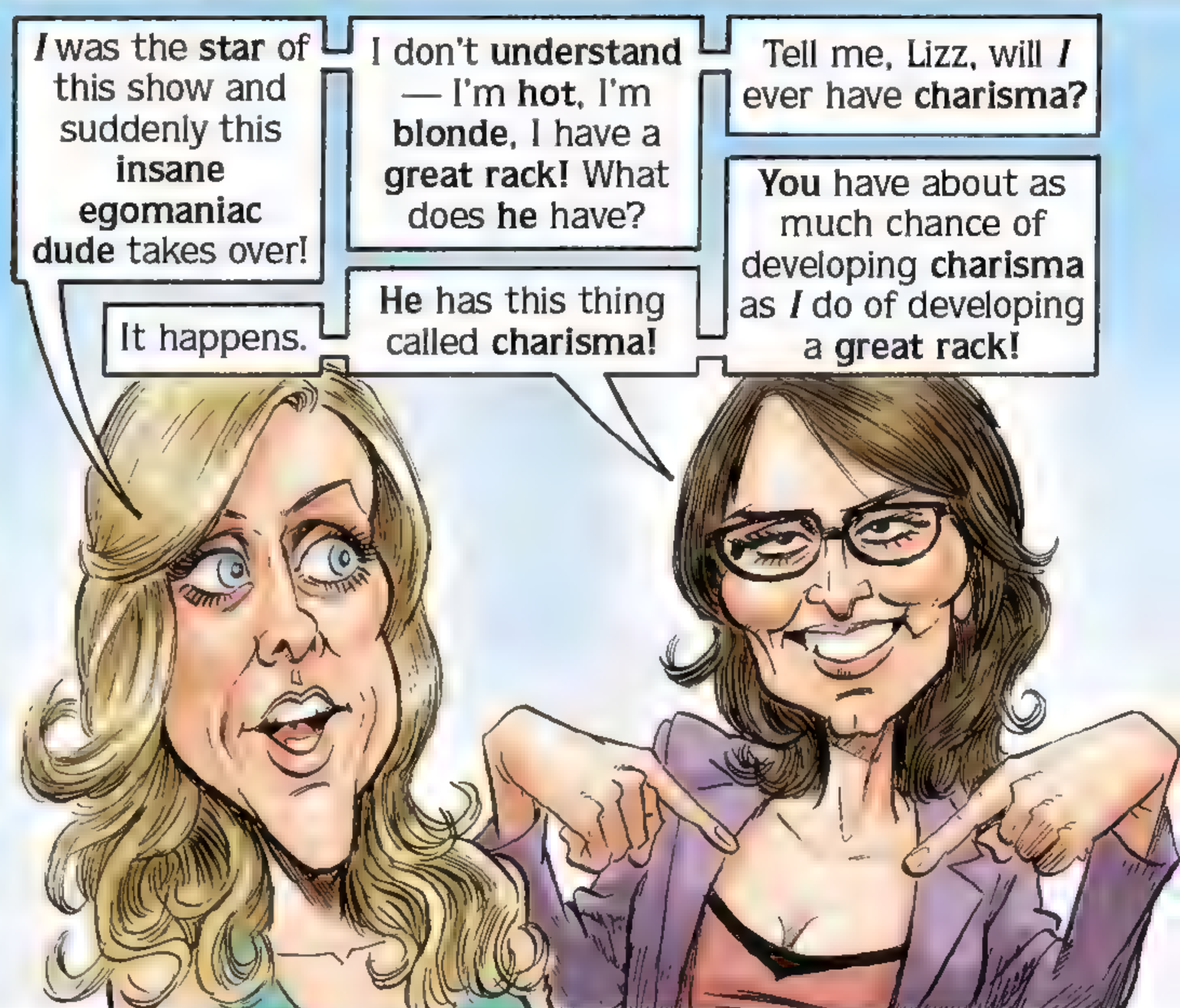
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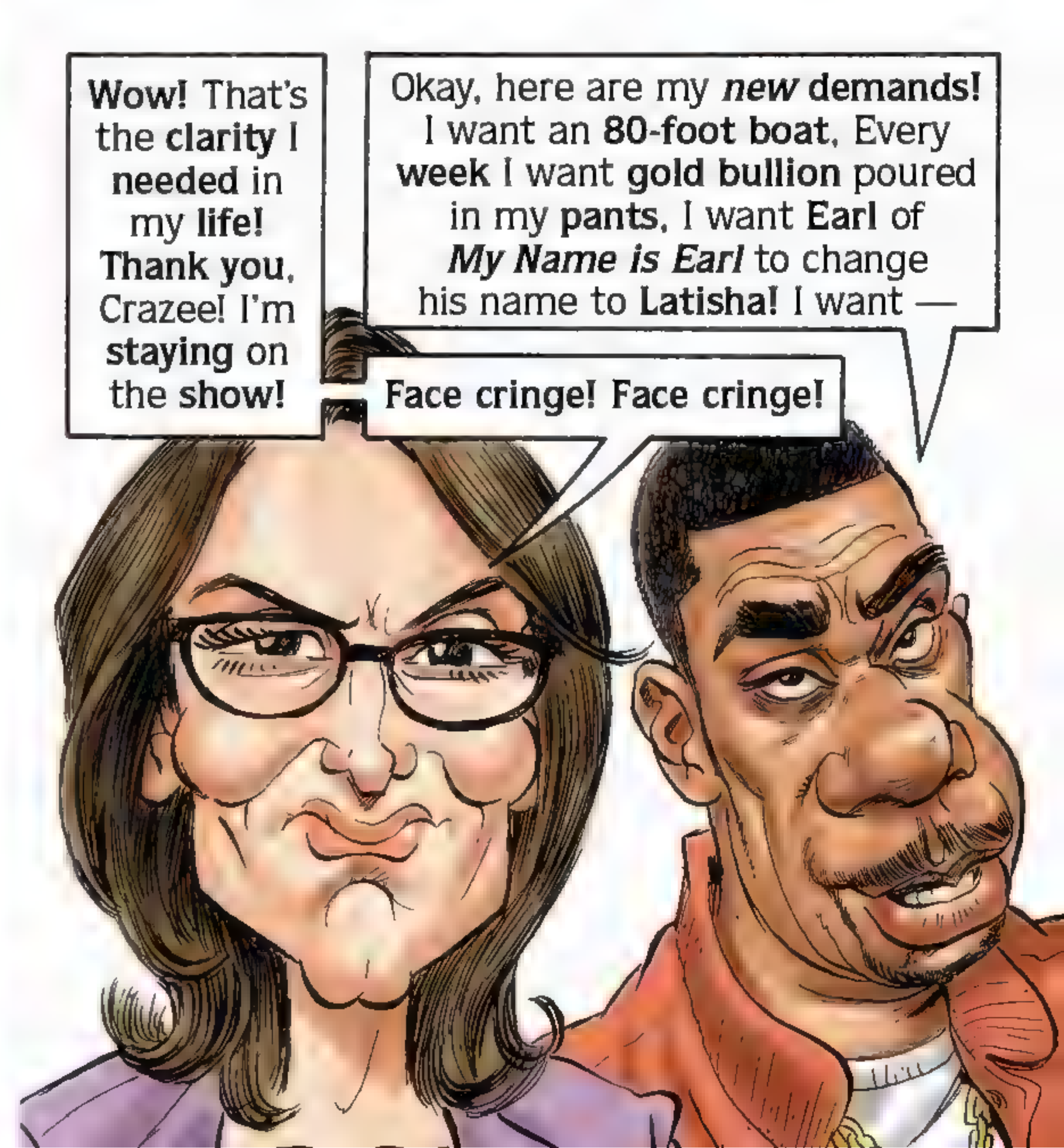
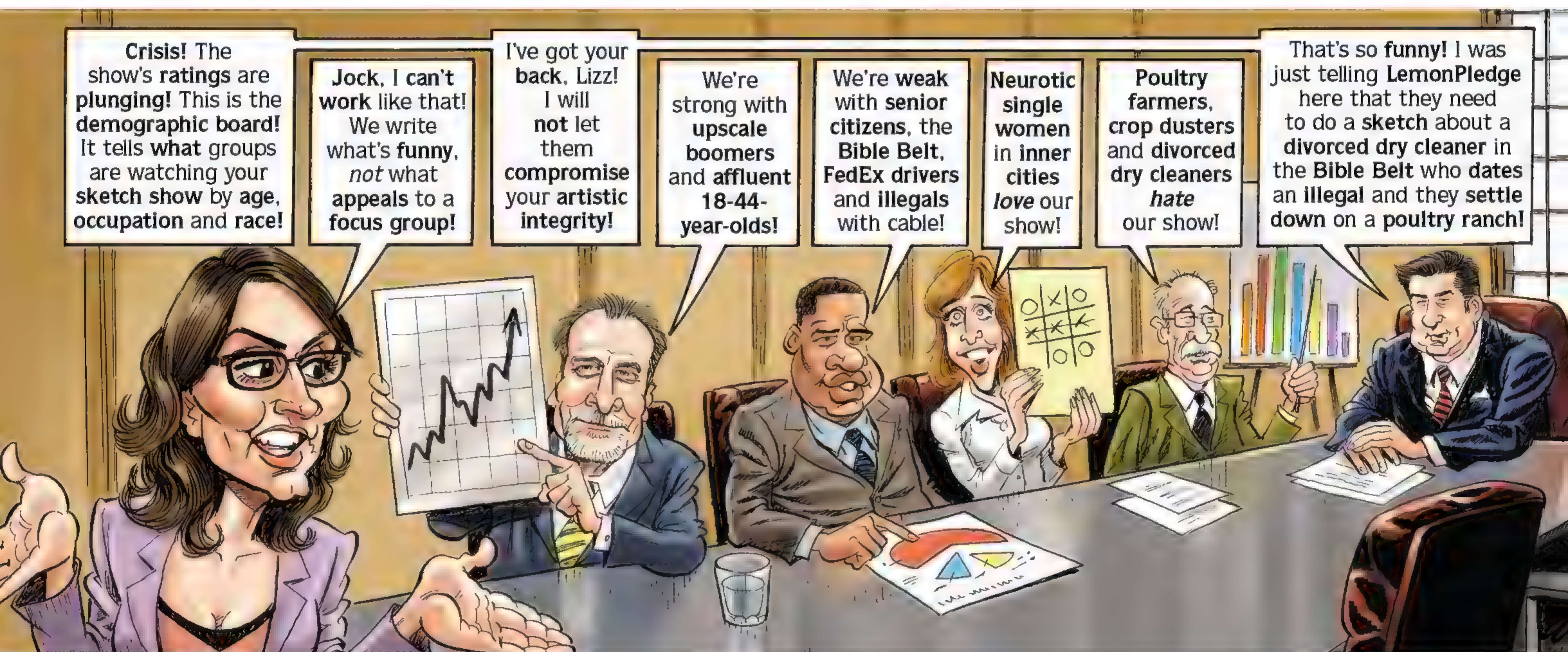
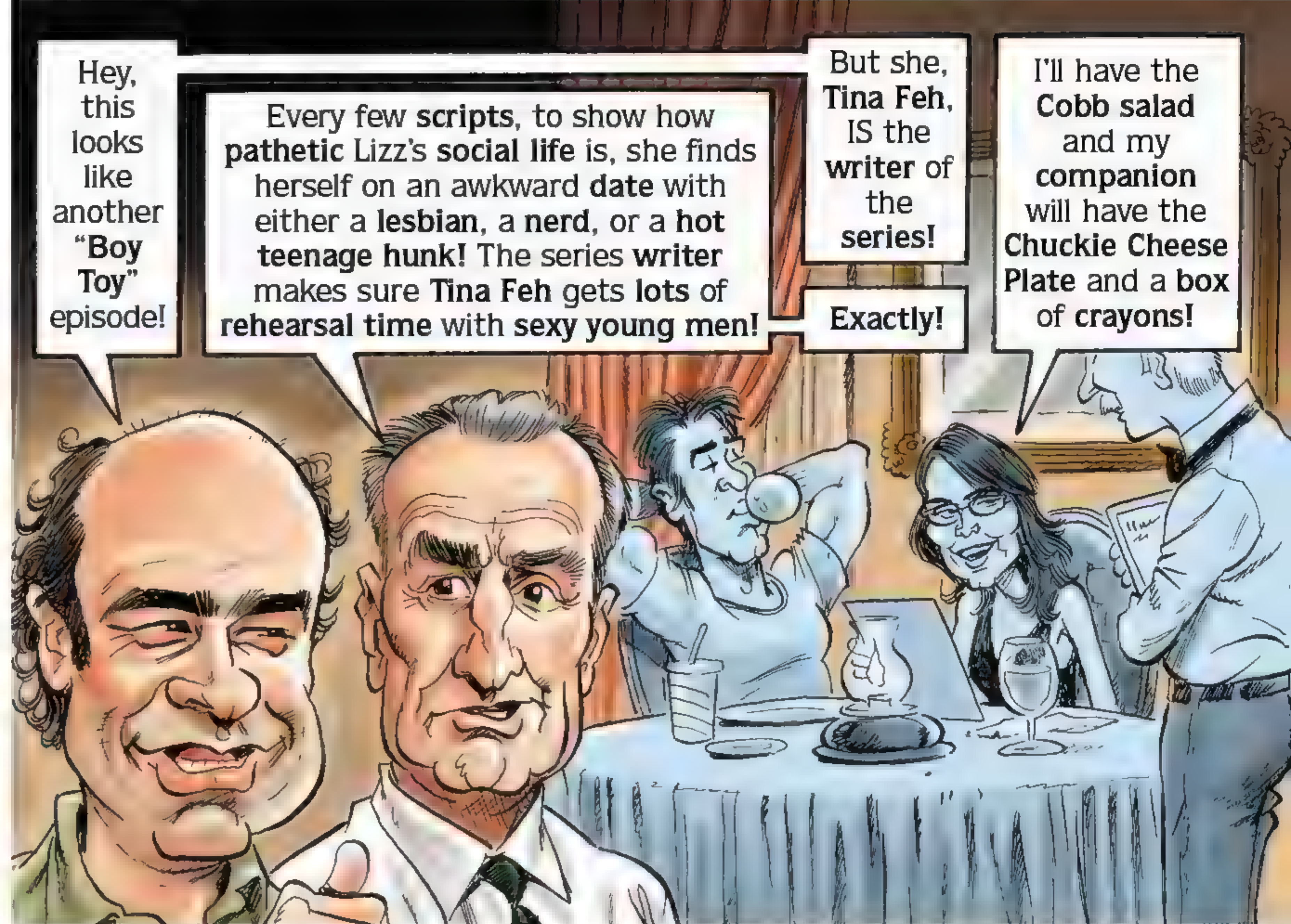
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REJECTED SNL GAGS NEW SCRIPT







WINE ABOUT IT

I have read MAD from your beginning, and almost since my beginning (I'm 73). To keep reading it, I need a renewal on my subscription. I remember many years ago, the one and only MAD subscriber in Puerto Rico wasn't renewing, and Mr. Gaines took the Usual Gang of Idiots to Puerto Rico to beg him to renew. That was amazing (and smart PR!). **So to honor my approximate 65 years of torment by your rag,** how about you come to my home and we renew my subscription in person? I will provide the celebratory California Zinfandel.

Dr. Jeff Idelson
Walnut Creek, CA



Genial Jeff,

We're outside! Please let us in. The trip from Burbank was long and harrowing. There was no Zinfandel for miles (so much for California being wine country!). Maybe you took it all? Regardless, we need yours—and your subscription. See you inside! —The Editors



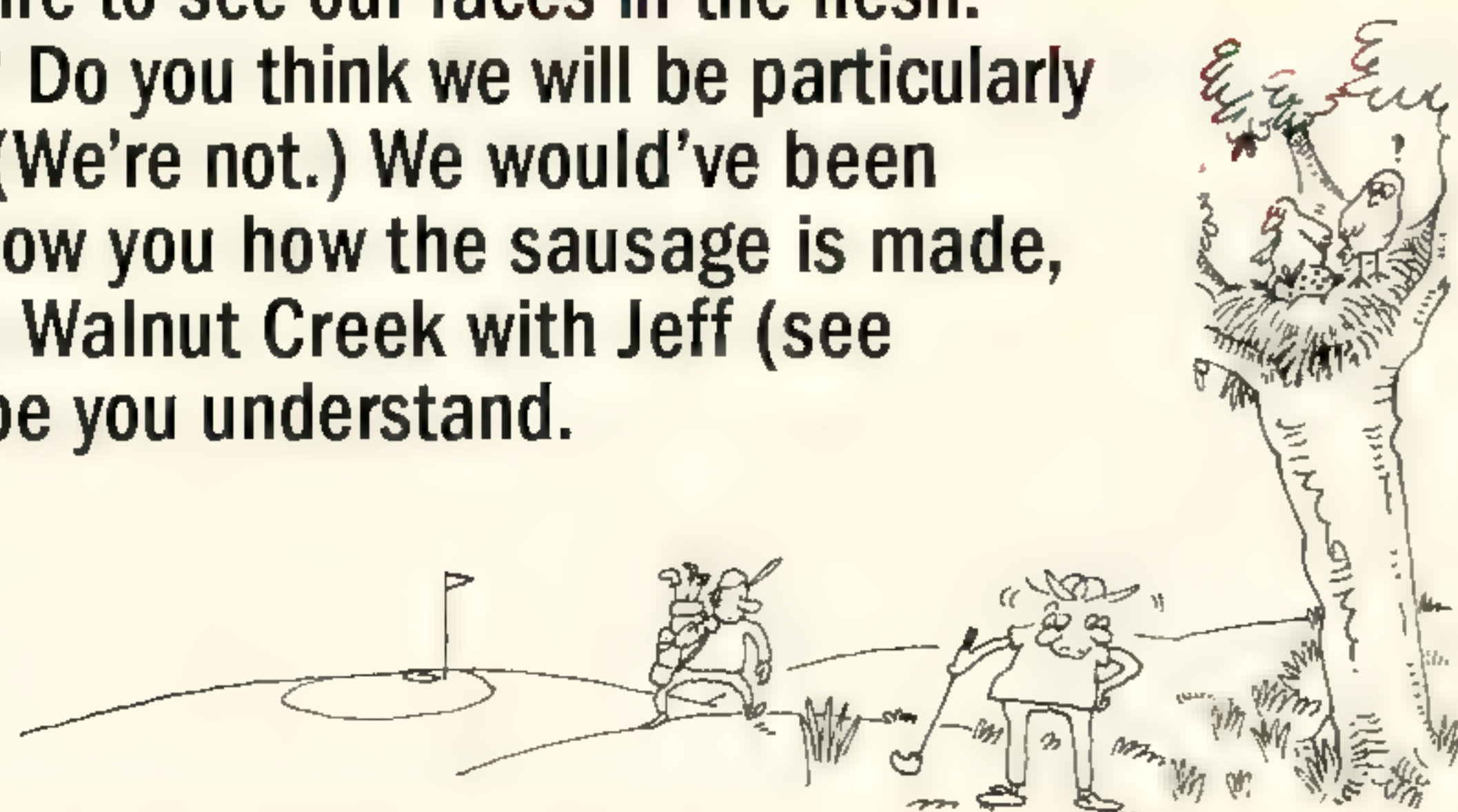
IN THE BANK

I have been reading your mag since I was six years old. My six-year-old son, **Spencer, is learning to read with MAD.** We live down the street from your Burbank headquarters. Could we come by for a tour? We would both cherish the opportunity.

Sincerely,
Jason Insalaco
Toluca Lake, CA

Adjacent Jason,

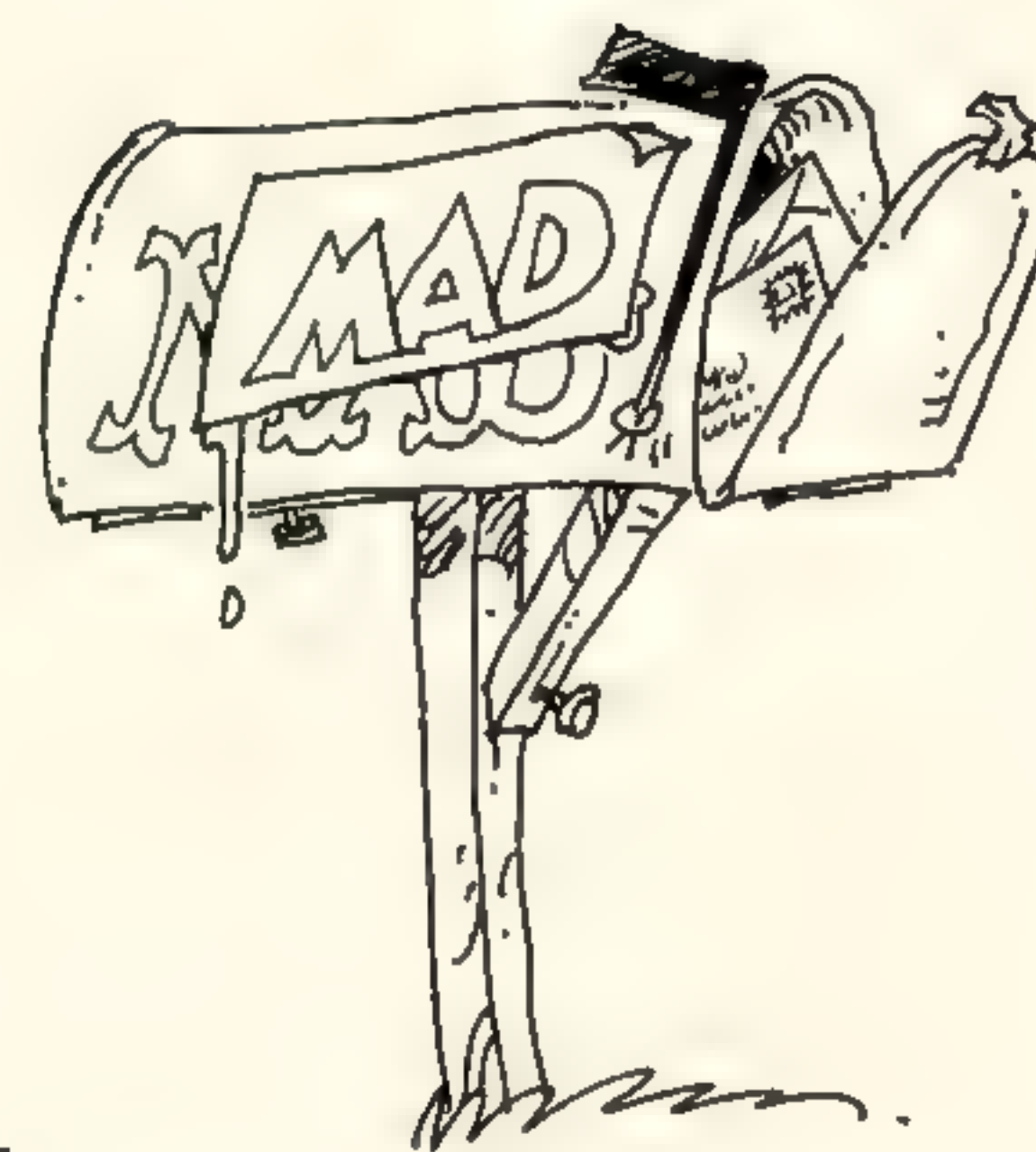
We had no idea our readers desire to see our faces in the flesh. Why is this? Do you think we will be particularly attractive? (We're not.) We would've been happy to show you how the sausage is made, but we're in Walnut Creek with Jeff (see above). Hope you understand.



MOTAU R MOUTH

Sirs, I'm writing to give you two ideas for covers. One would be a fool (Alfred) who vapes, even though it has been causing severe lung problems and death. The other would be of Alfred drawn as a **"Motaur," the half-man, half-motorcycle who is in many commercials.** In one ad, he's shown drinking gas. How can the man part tolerate drinking gas? **Does he excrete through the tailpipe?** If he falls over, how does he lift himself upright? Keep up the good work with your magazine.

Sincerely,
Tom Robbins
Spruce Pine, NC



Intolerant Tom,

You lost us at "Sirs"! We're a team of women, plus one (read: SINGULAR) man named Bern. "Sirs" does not compute. Perhaps our last response misled you to think the MAD office is a sausage factory? And we couldn't follow any of that "Motaur" thing. Sorry.

HOT SLOT!

I have read MAD since the 1950s (when comics were ruining young minds). Now at my age, I sometimes need therapy (casino), but insurance won't pay for it. The Spy vs. Spy slots were at one time in a high-traffic area. In this photo, I'm holding my grandson's Spy vs. Spy Xbox toy, and my "toy" is behind me! I asked my wife, "What if someone recognizes my photo in the magazine?" and she replied, **"I doubt it."**



Thank you for years of MAD,
Lynn Boyd
Fort Worth, TX



Gamb-Lynn,

We go to therapy, too. A LOT of therapy. In fact, now that we're sufficiently smashed on Zinfandel, we figure it's a good time to get on our Motaur and head out for a session. That's when we have our *real* self-discoveries. C'mon, baby! Mama needs a new breakthrough!

KNOCK IT OFF

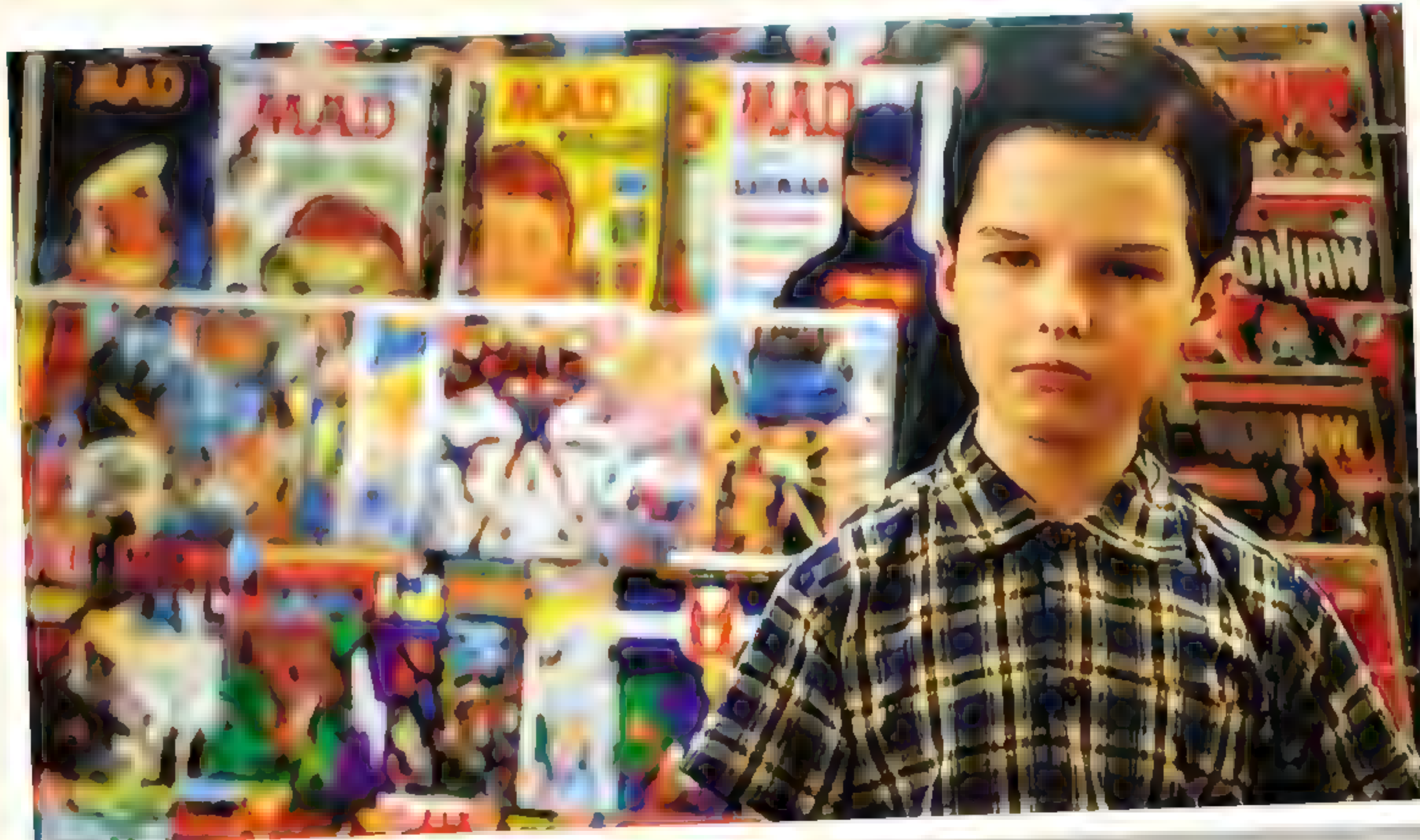
While binge-watching *Young Sheldon*, I spotted Sheldon in a comic book store with four issues of MAD behind him. He's supposed to be a young genius, **but that wouldn't last long if he read those MADs!** If Sheldon can make a fool of himself, then so can I, so I posed in a similar store with the same four issues to re-create the shame. The episode was set in 1989, and two of the MADs were indeed from 1989. The other two were from 1965 and 1972, which makes sense—nobody would buy such trash, so those issues sat there, unsold, for decades.

Neil Cuadra
Los Angeles, CA



Noxious Neil,

It doesn't take a genius to see you're trying to lure us to your home with a subscription form. You're using the classic abuse tactic of cutting us down to draw us in. Well, it won't work! We've just finished a therapy session and have a renewed sense of self-worth. What, me worthy—that's our new motto. As long as we can lay off the Zinfandel, we're confident we can fill our fanbase with folks who build us up instead of tear us down!



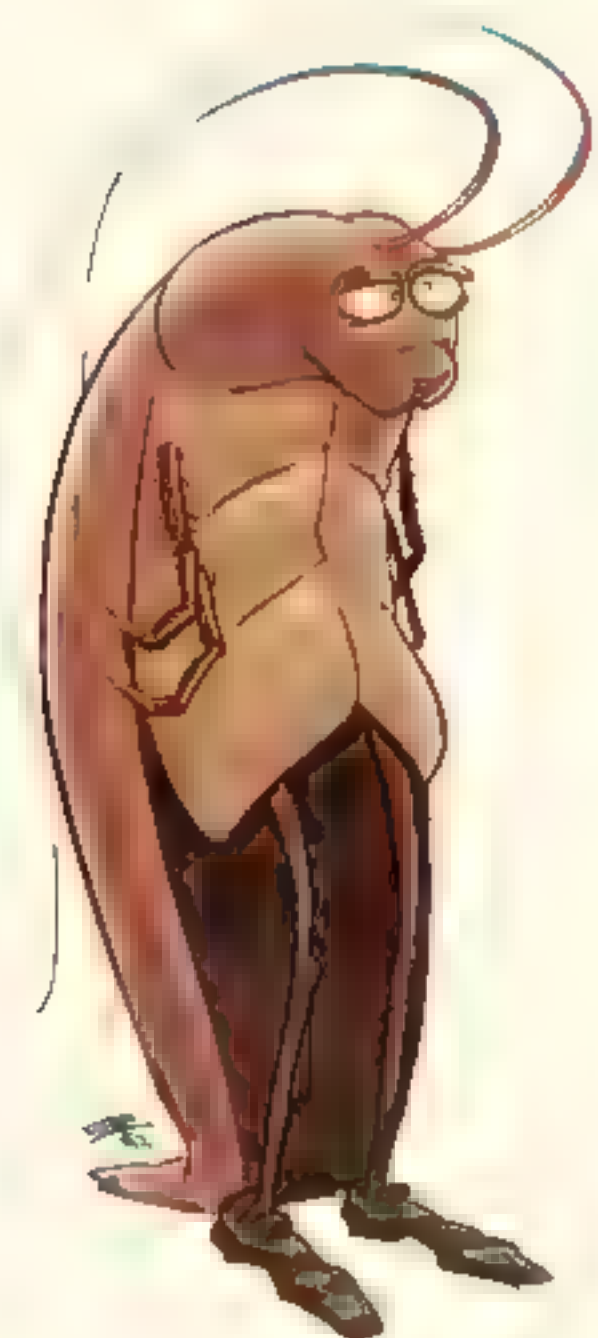
COME BACK, KID!

I just read MAD No. 9, October '19. My opinion: **HORRIBLE!** Wow, what has happened to the magazine? Not that you will miss just one purchaser, but that issue is my last. Sigh.

Lew Reed
Via email

Lew-d and Rude,

We're outside! Please let us in. We've come to persuade you to fill out a subscription form. We know you said you're over us, but we're drunk and had a good cry, so we're feeling inappropriately optimistic!



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**WHAT'S
THE MOST
SICKENING
THING
ON TV
TODAY?**

HERE WE GO WITH ANOTHER CLASSIC **MAD FOLD-IN**

Television today has something to offend everyone. But there's one particular thing on TV that is really disgusting. To find out what it is, fold in the page as shown.

SWIPE FROM B TO A TO FOLD



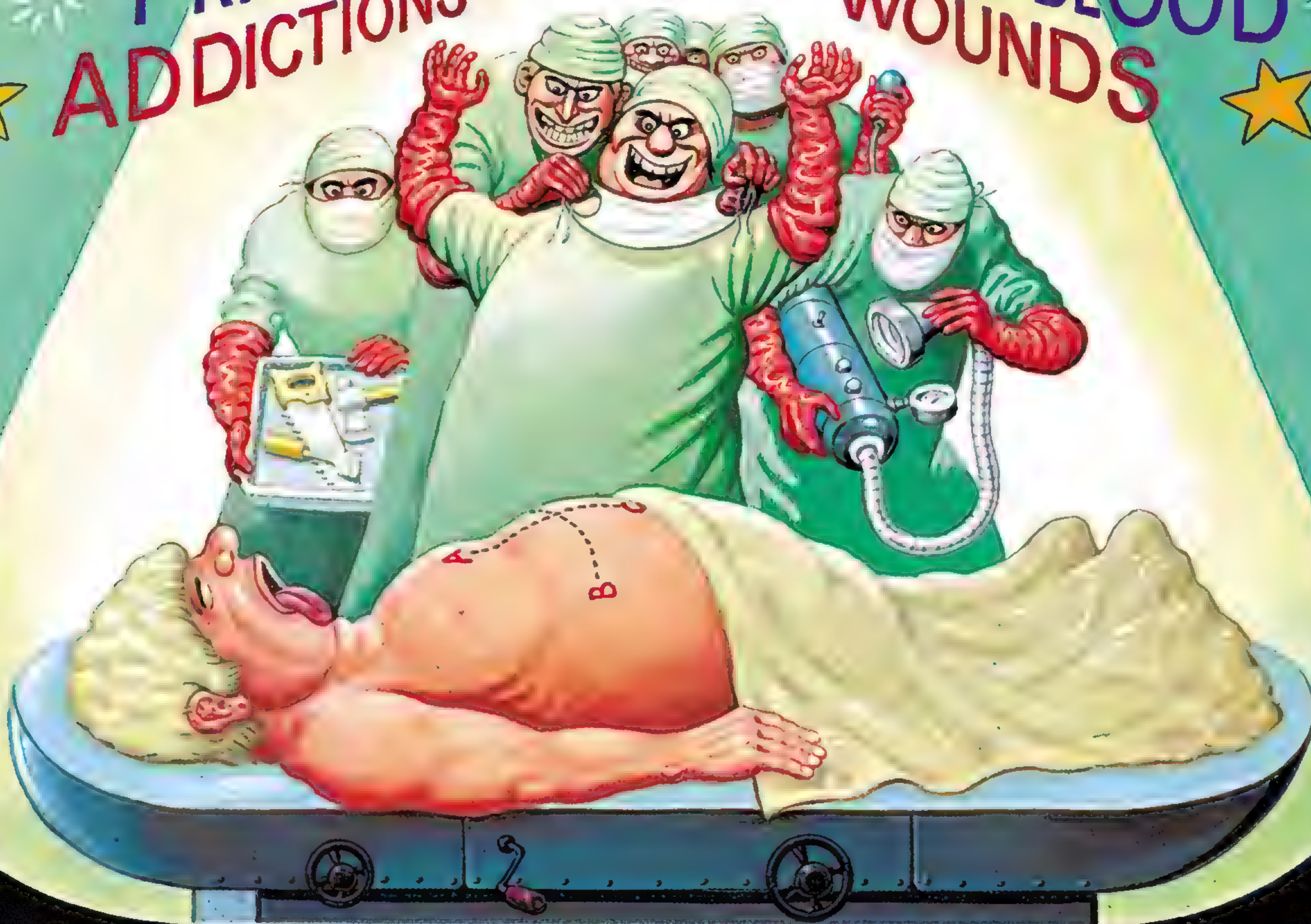
A

B

★ **SURGICAL GORE**
★ **CONVULSIVE MANIACS**
★ **KIDNEY DISEASE**
★ **FRACTURES**
★ **ADDICTIONS**

THE
MARCUS
SICKBY
DOCTOR
SHOW

VULGAR SORES
★ **LACERATED LIMBS**
★ **IMPLANTS THAT DIE**
★ **SPURTING BLOOD**
★ **WOUNDS**



PHONEY TV

A

WRITER & ARTIST AL JAFFEE

B

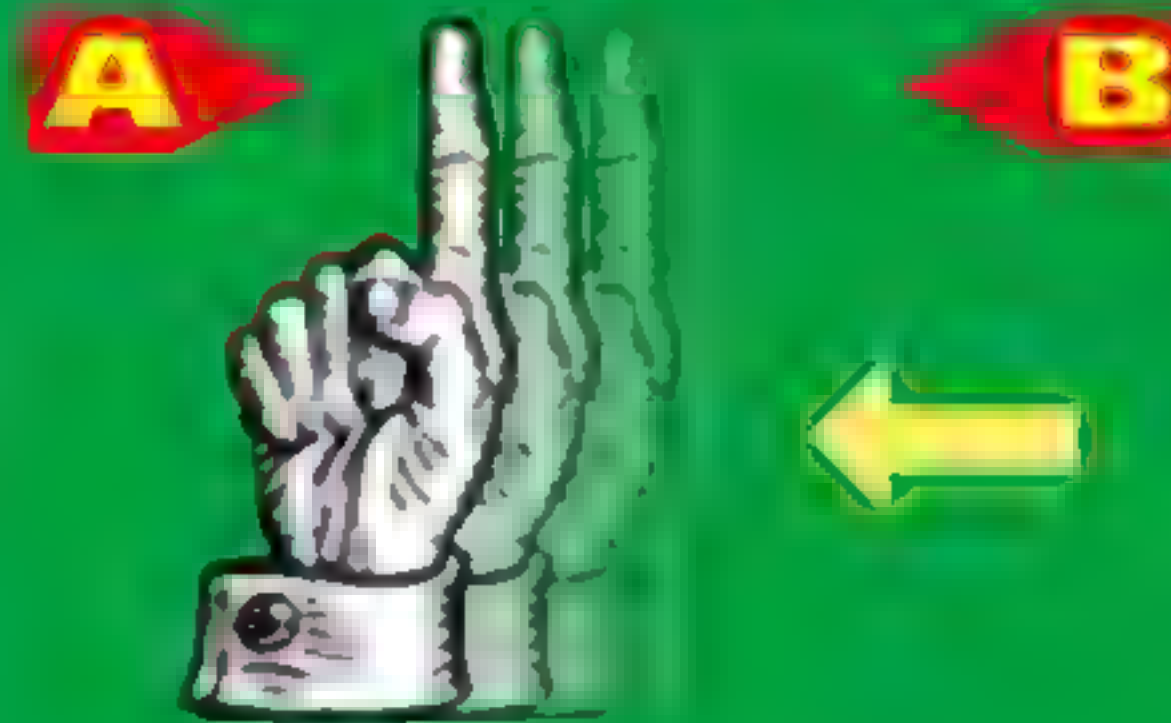
Jaffee

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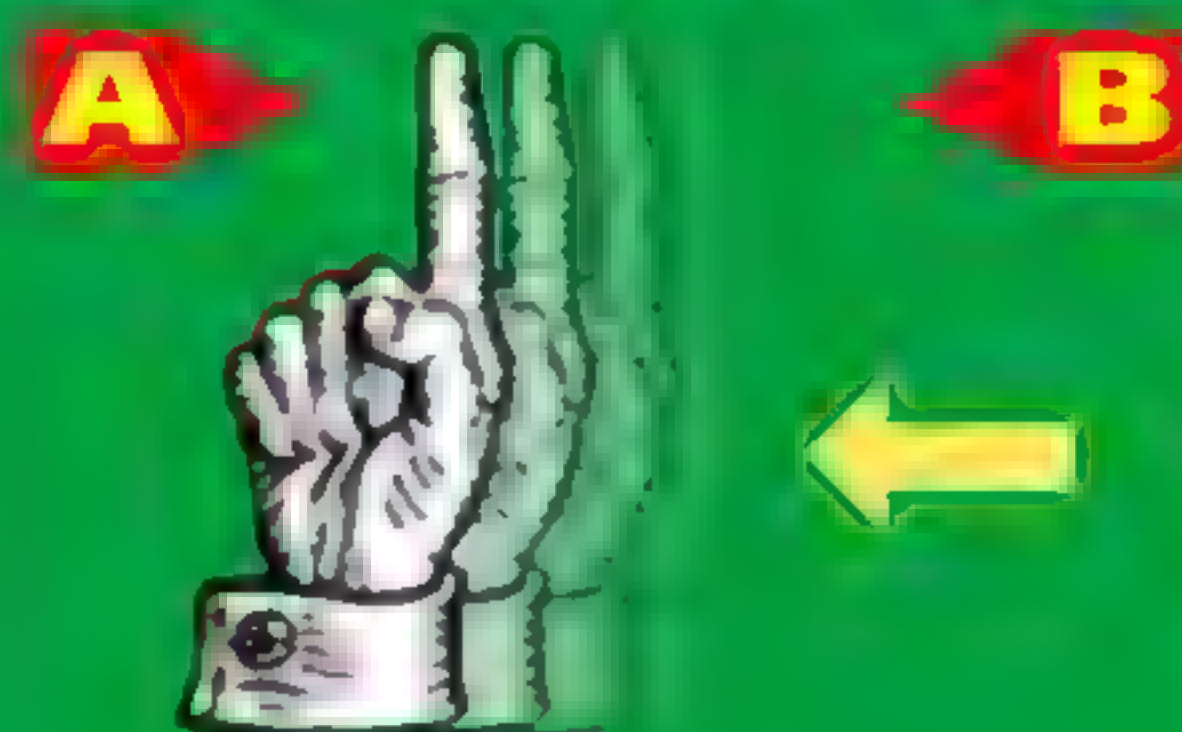
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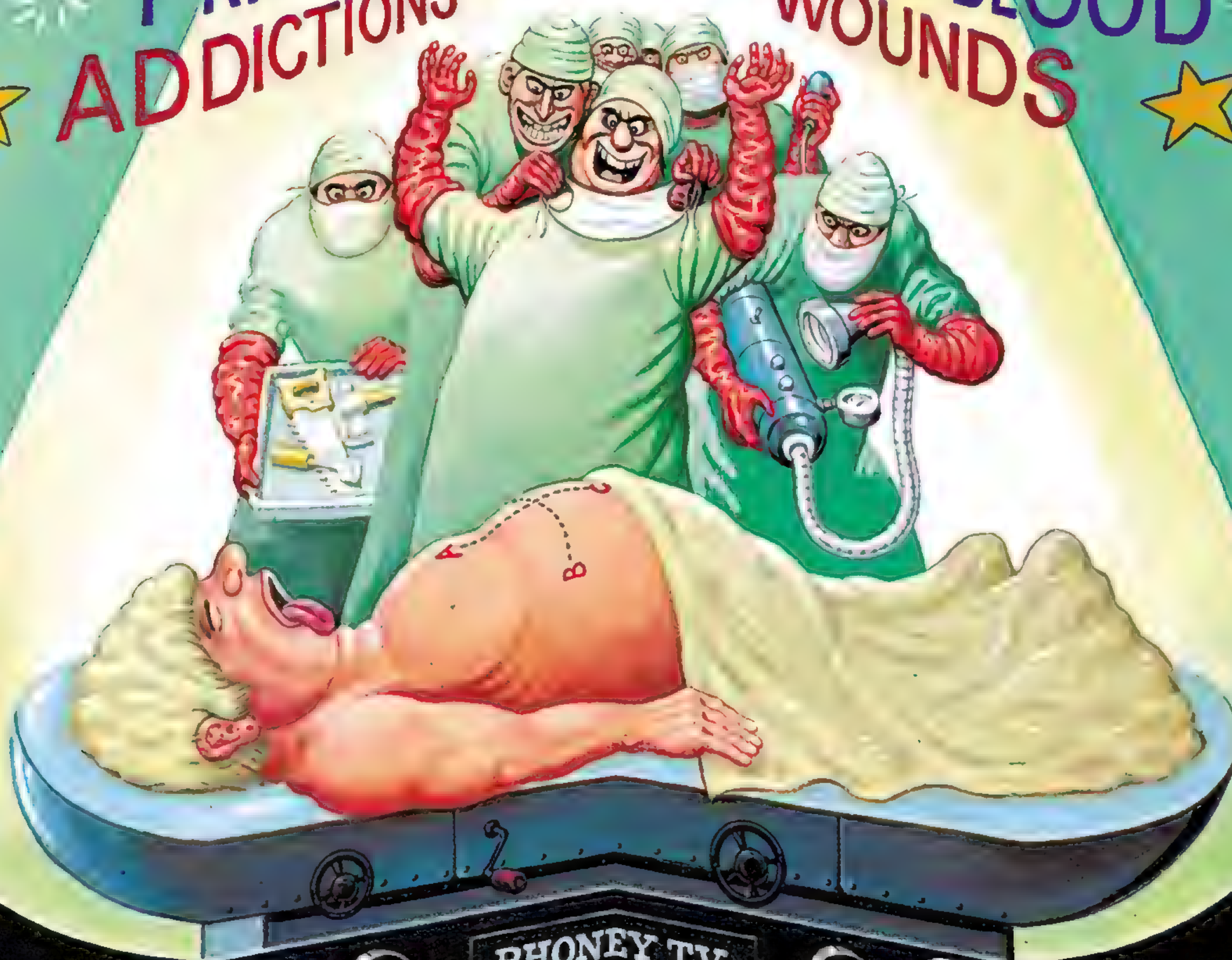
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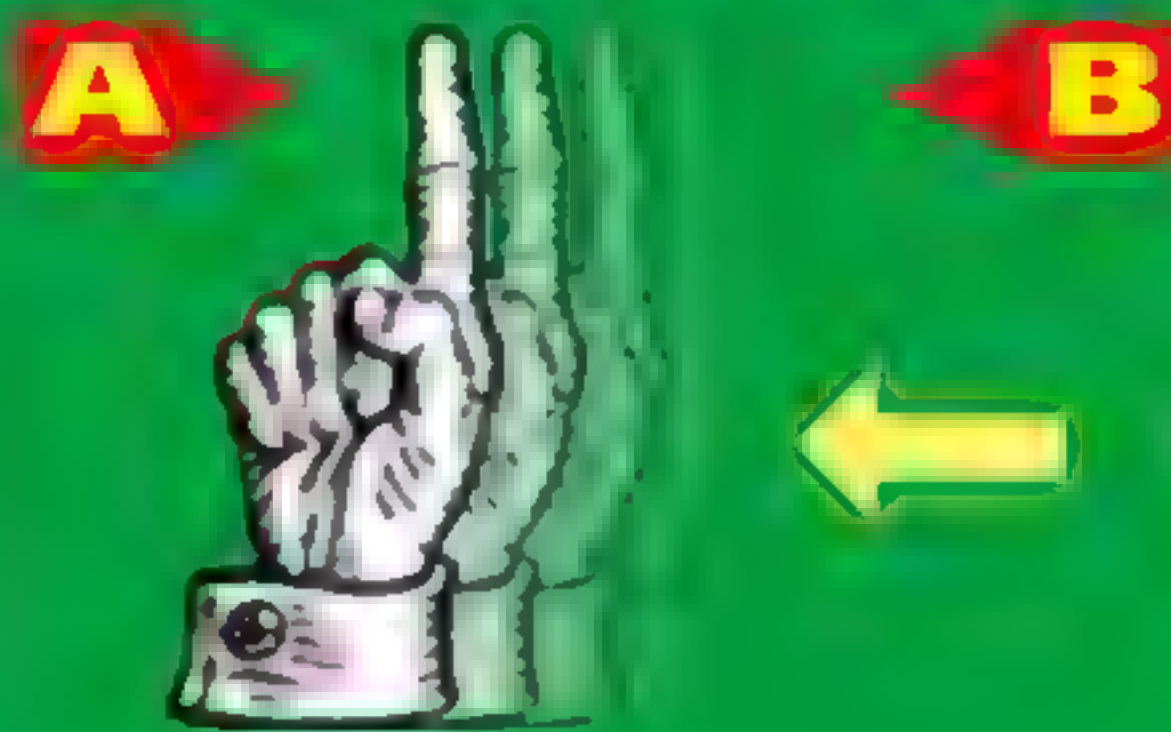
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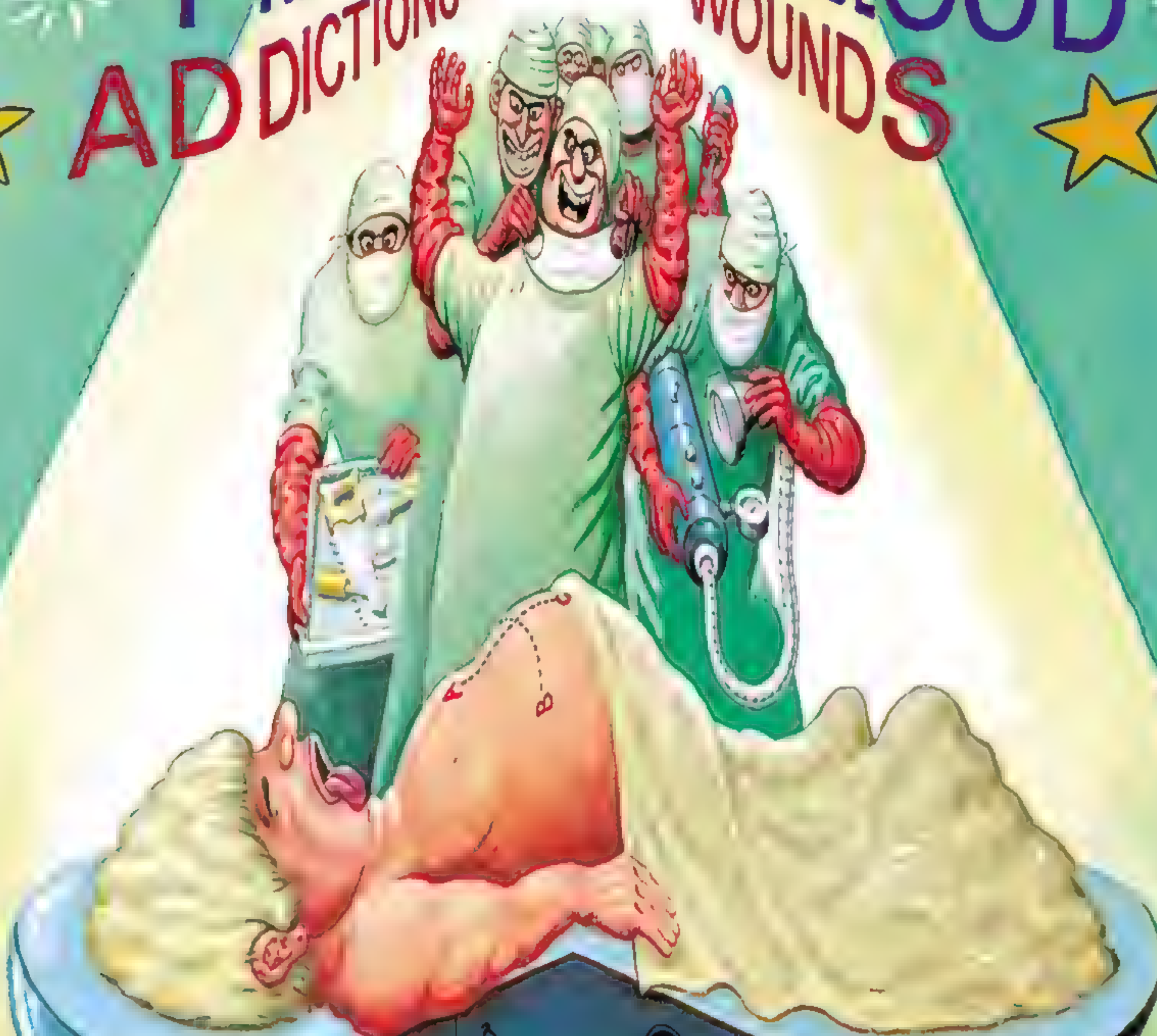
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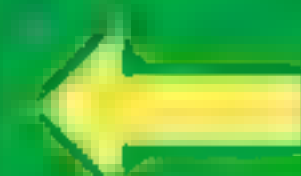
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DIE
BLOOD
S



PEONY TV

A

B

Jaffee

**WHAT'S
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THING
ON TV
TODAY?**

SWIPE FROM B TO A TO FOLD



A B

★ SUGAR ★
★ COATED ★
★ KIDDIE ★
★ FOOD ★
★ ADS ★



A B

Jaffee



See the difference **Color** TV makes...

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er-uh-hmmm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, for instance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed eye — *er* — every stream of blood — *uh* — every ripped and torn — *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of

the original black-and-white film — *ulp!*

Well, the weather map comes up real clear in Color so you can almost understand it!

RGA Victim Factory Service Contract. Efficient service for inefficient sets. Only RGA Victim TV owners can buy an RGA Victim, Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

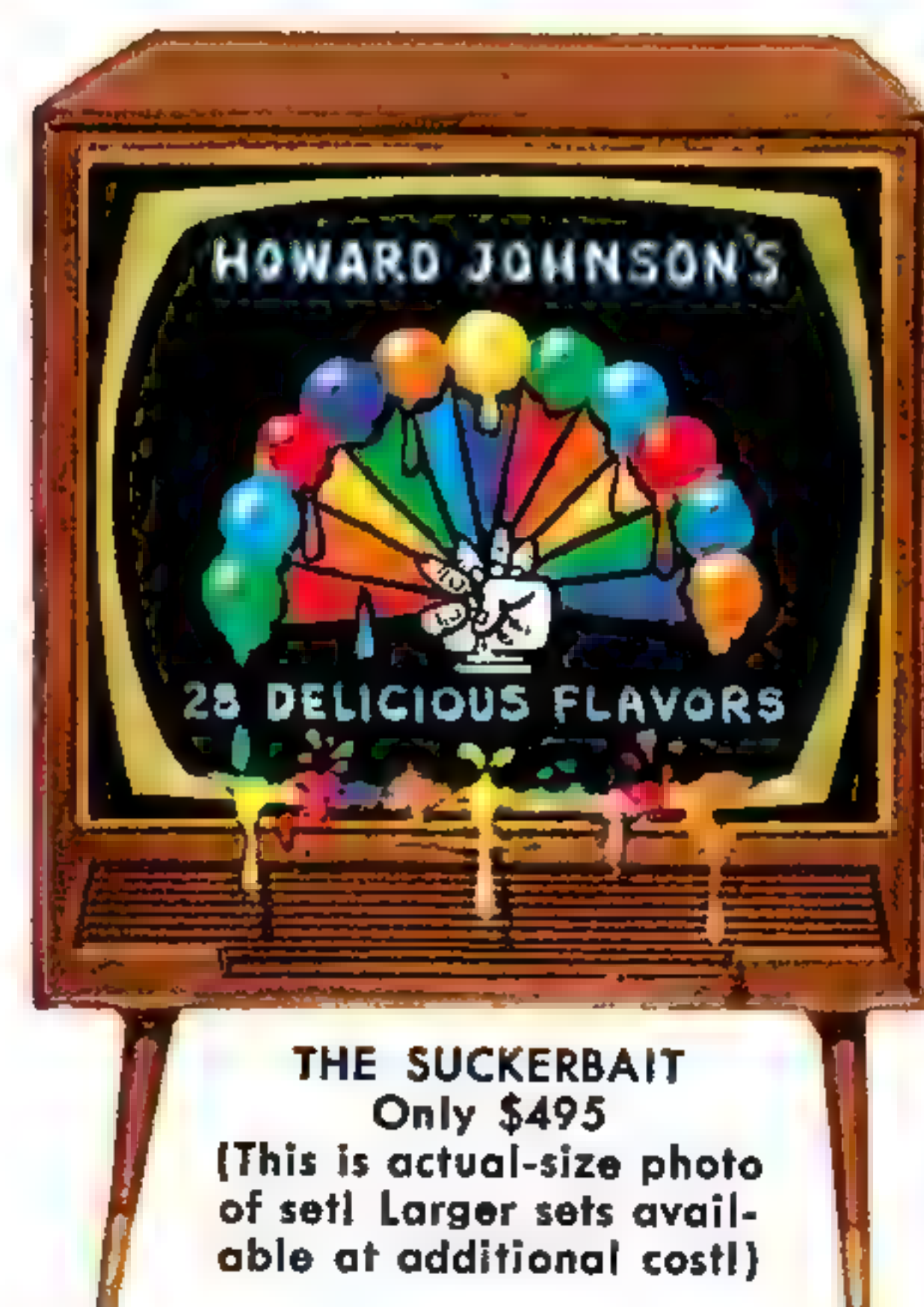
RGA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
(NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)



RGA VICTIM



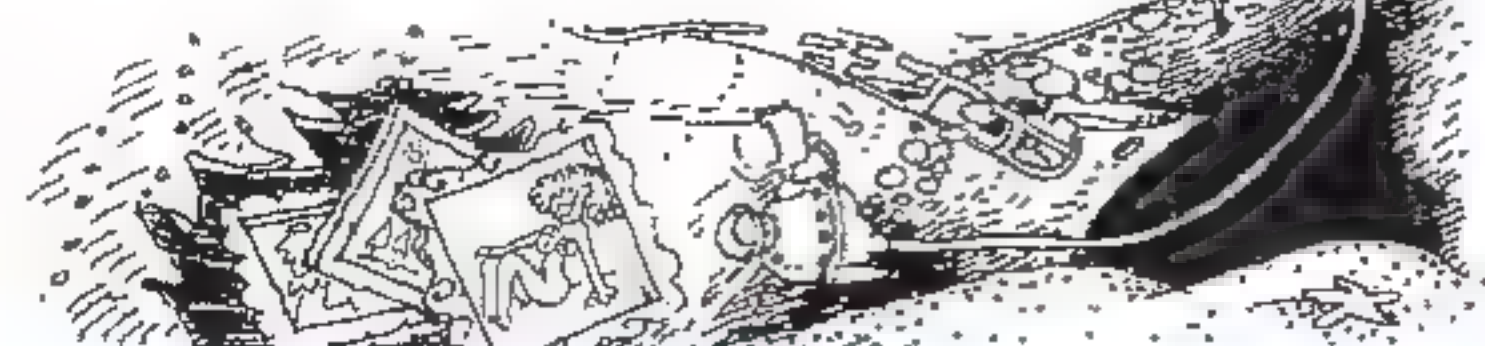
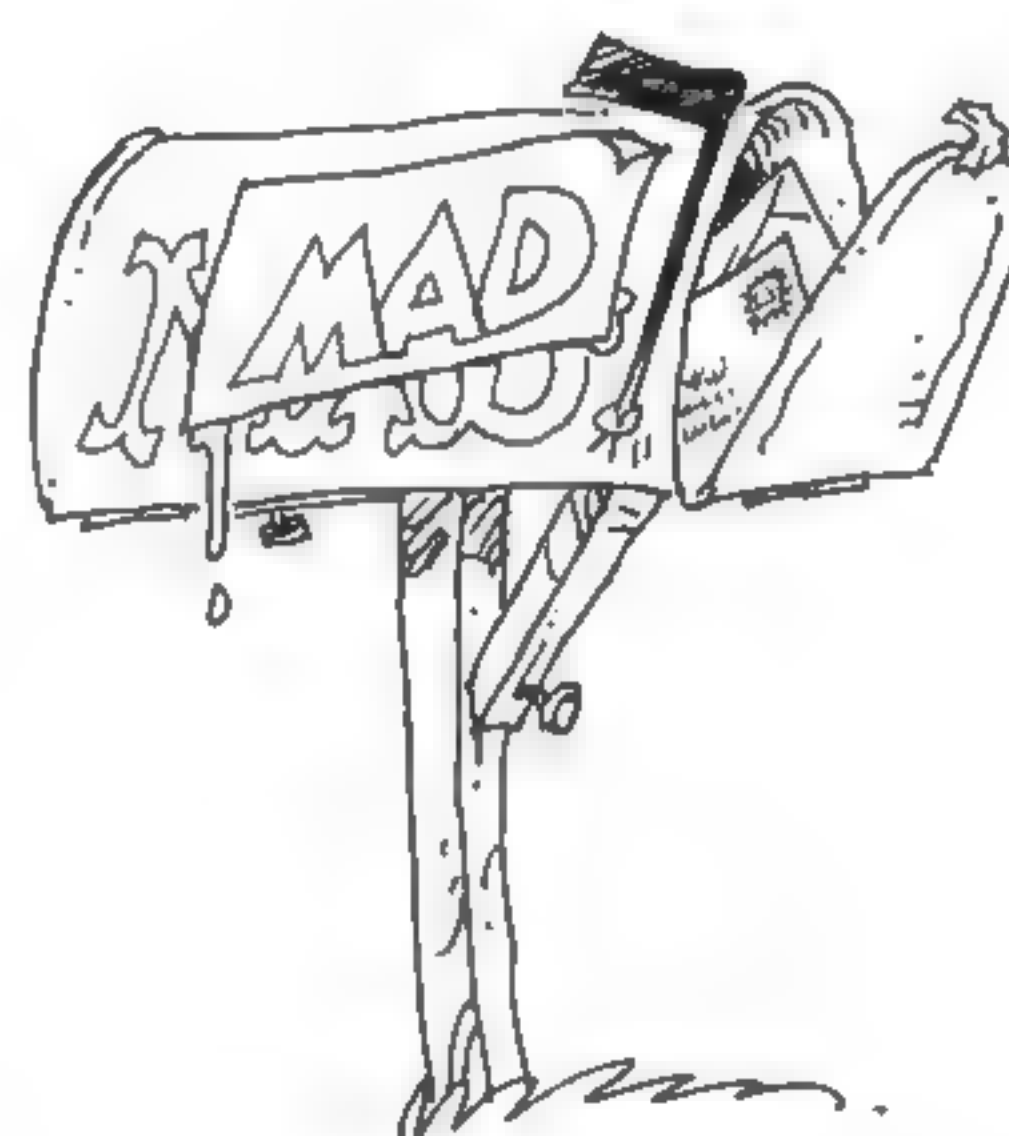
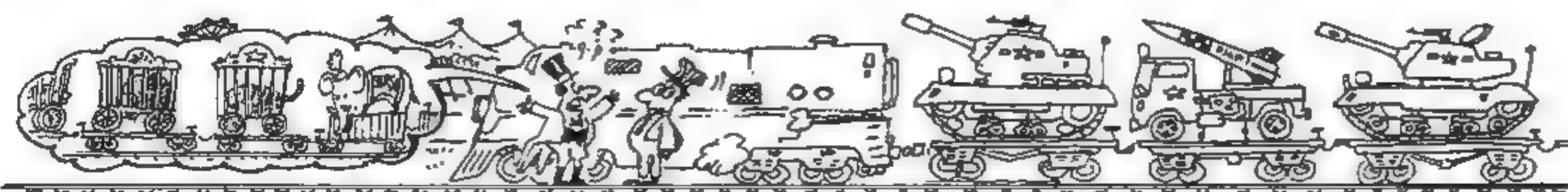
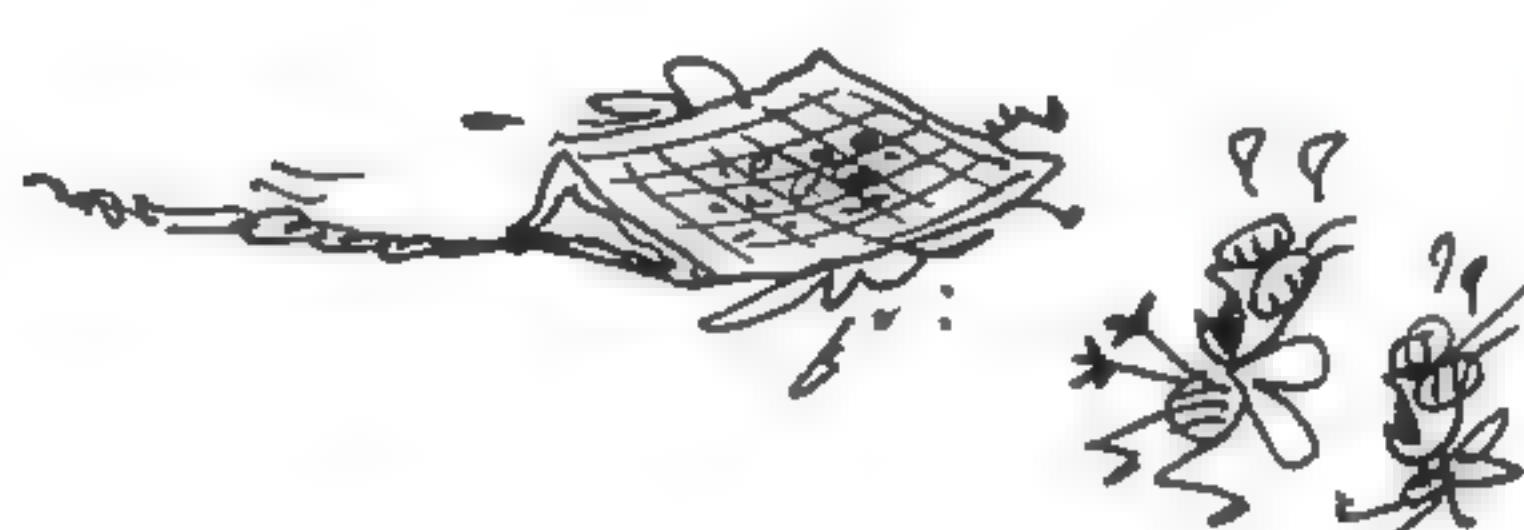
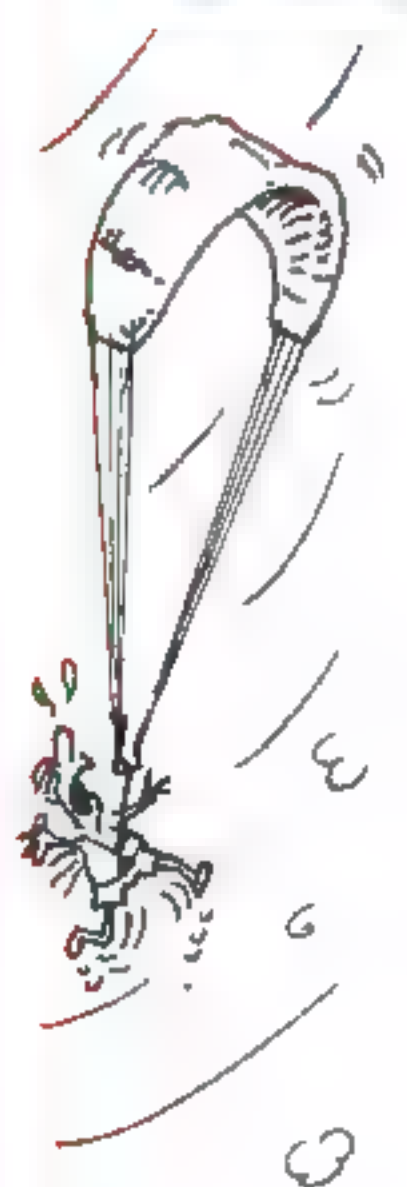
THE PRIDE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE



DRAWN OUT DRAMAS

BY

SERGIO ARAGONÉS

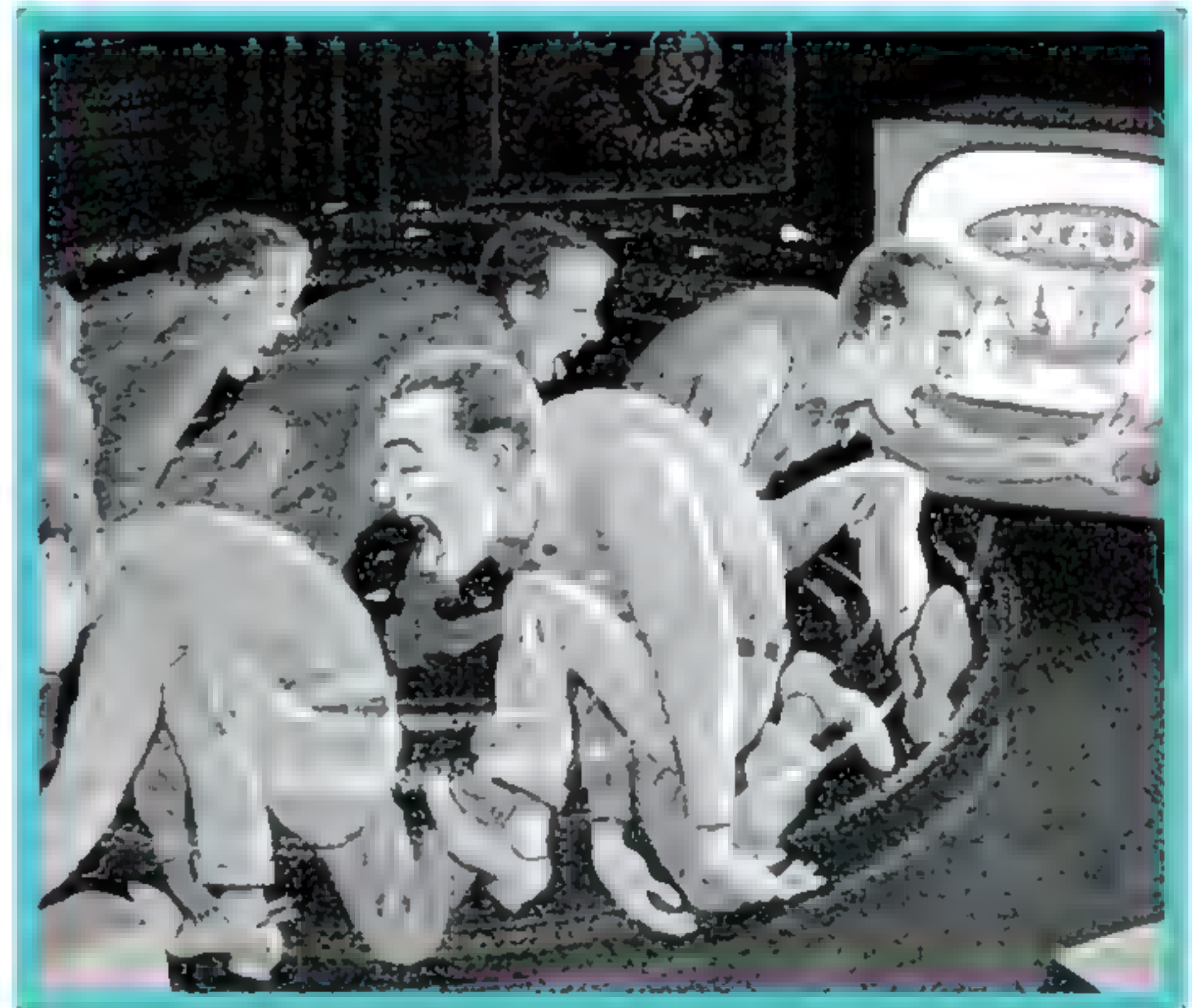


IT'S A BIRD! IT'S A PLANE! IT'S

MAD

DIGITAL EDITION
BONUS MATERIAL!

Now that you've read Al Jaffee's original "MAD Plan for Beating TV Commercial Breaks," take your strategizing to the next level with his follow-up piece from 1965.



At least this bonus fold-in from 1965 has been recycled!



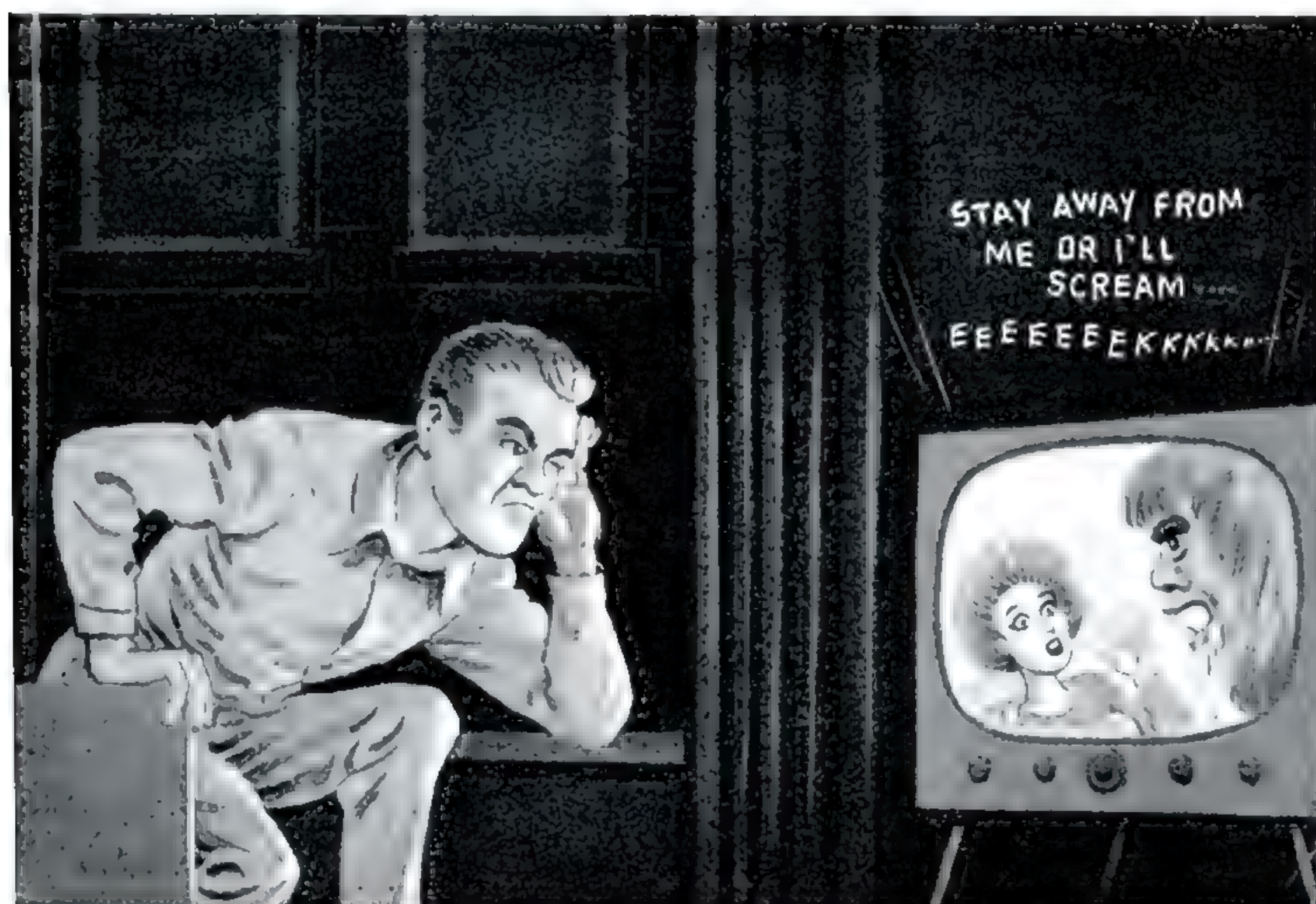
OUT, DAMNED SPOT! DEPT.

Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobs who just cannot bring themselves to leave their TV set for something constructive . . . who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

TV-COMMERCIAL AIDS

OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

ARTIST & WRITER: AL JAFFEE



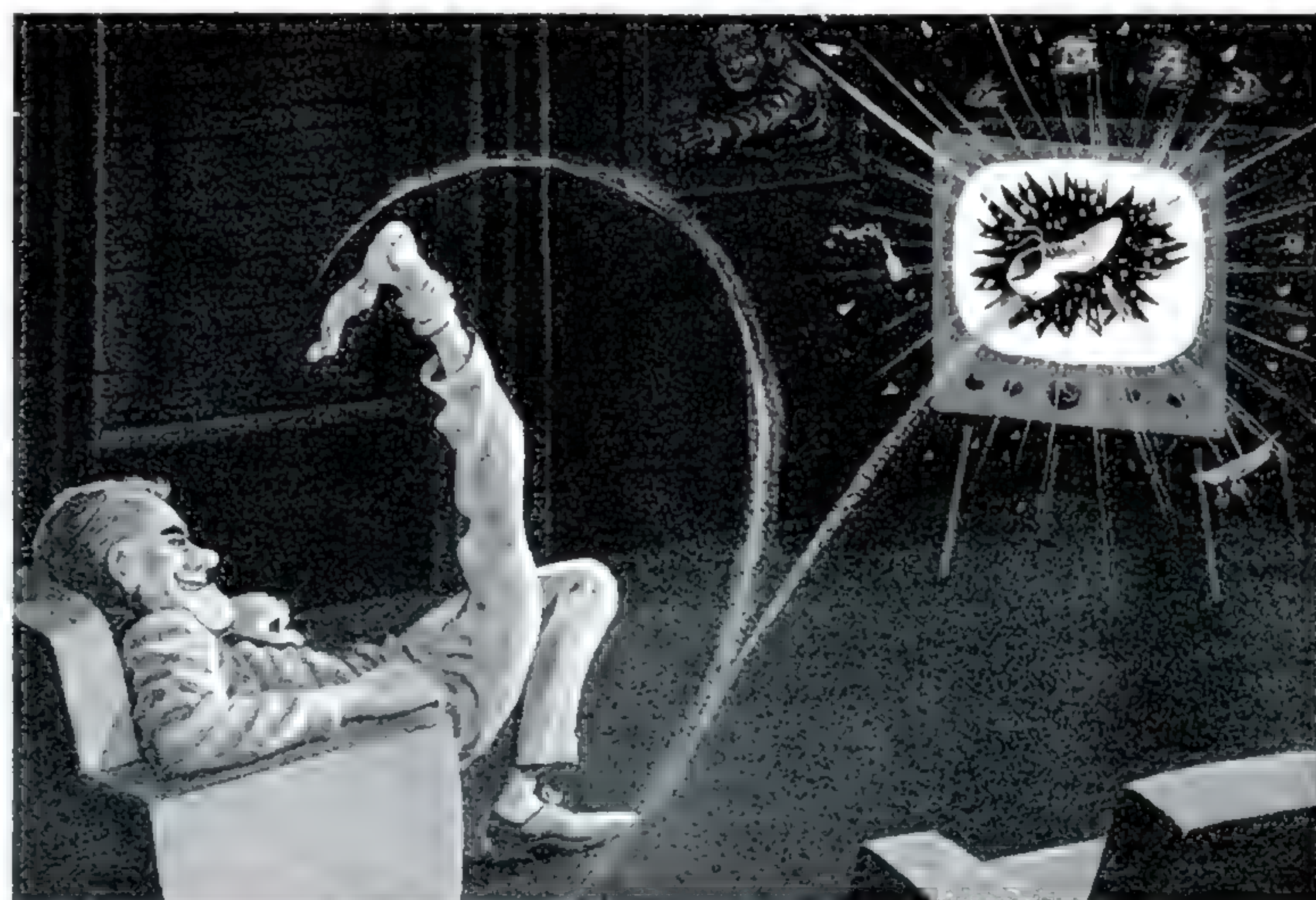
Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.



Suddenly, the commercial comes on like a 21-gun salute—and the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

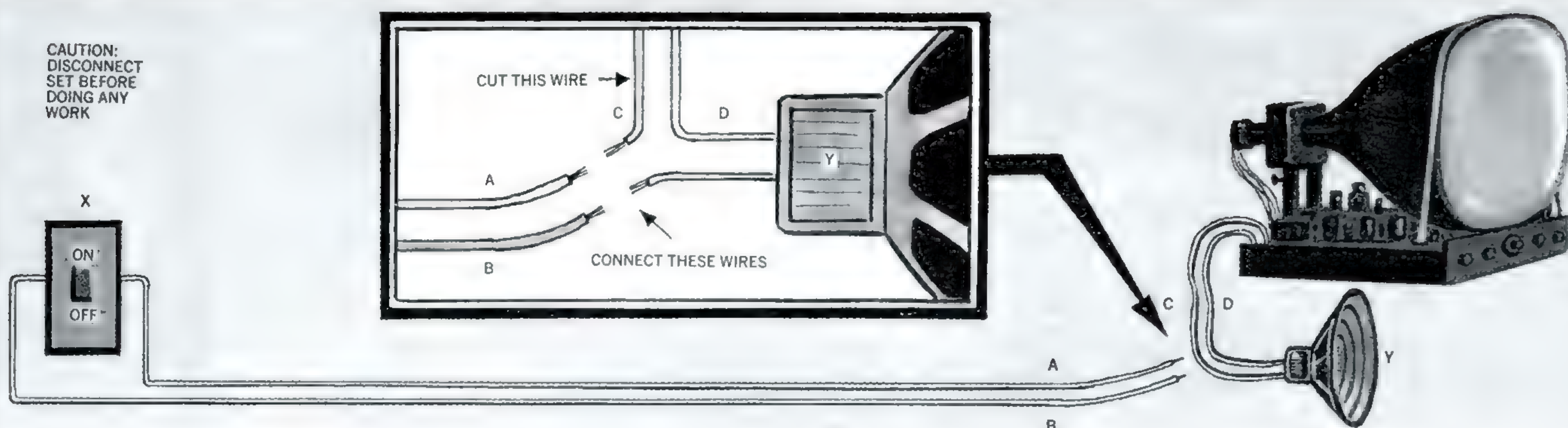


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening.

A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE



This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires **A** and **B** lead from ordinary "On-Off" switch **X** (purchased at any hardware store) to TV set speaker **Y**. Note that TV

speaker has two wires **C** and **D** which come from TV chassis. Cut one of these and connect ends of **A** and **B** to cut ends of speaker wire as shown in close-up drawing. Tape bare splices, and your Remote Control is ready for operation.

VIEWER ENJOYING HOMEMADE "TV-COMMERCIAL SOUND-OFF" DEVICE



Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And

what fun it is, when you realize that you're destroying a commercial that cost a sponsor maybe \$50,000 or more to produce with a switch that cost you maybe 50¢ to produce!

ADDITIONAL COMPONENTS THAT COULD MAKE TELEVISION VIEWING ALMOST WORTHWHILE

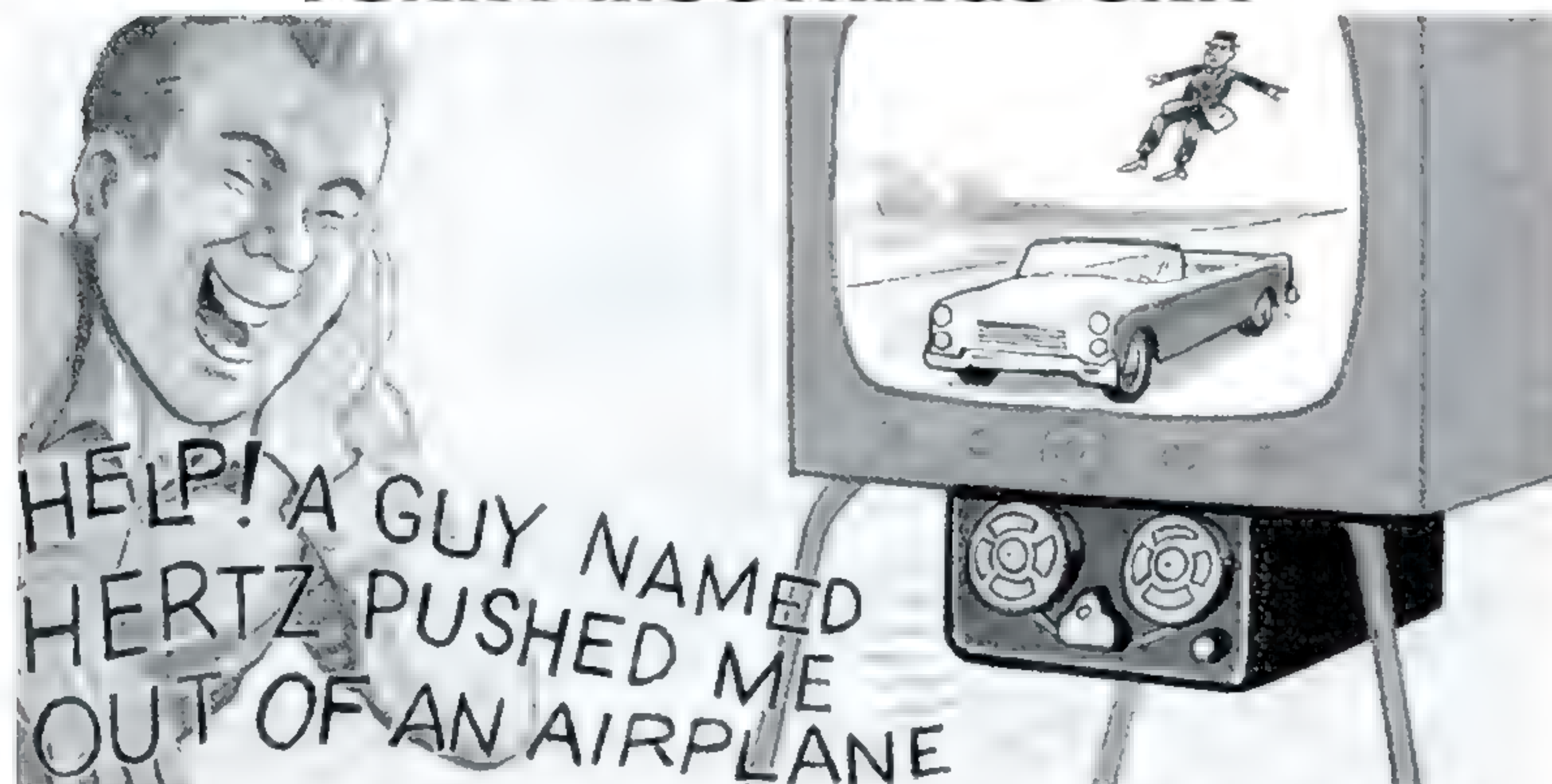
For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be

enough. So here are more sophisticated approaches to the problem. These can be assembled and instal-

led in one or more units, depending upon how much time and money one wants to waste on this silly

business. Just look how much of it has been spent already just to bring you this ridiculous article.

FUNNY MOUTHINGS UNIT



For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of pre-taped hilarious dialogue which replaces the words of the commercial announcer when his sound is knocked off, and makes his pitch even more idiotic than it actually is.

MUSICAL INTERLUDE UNIT



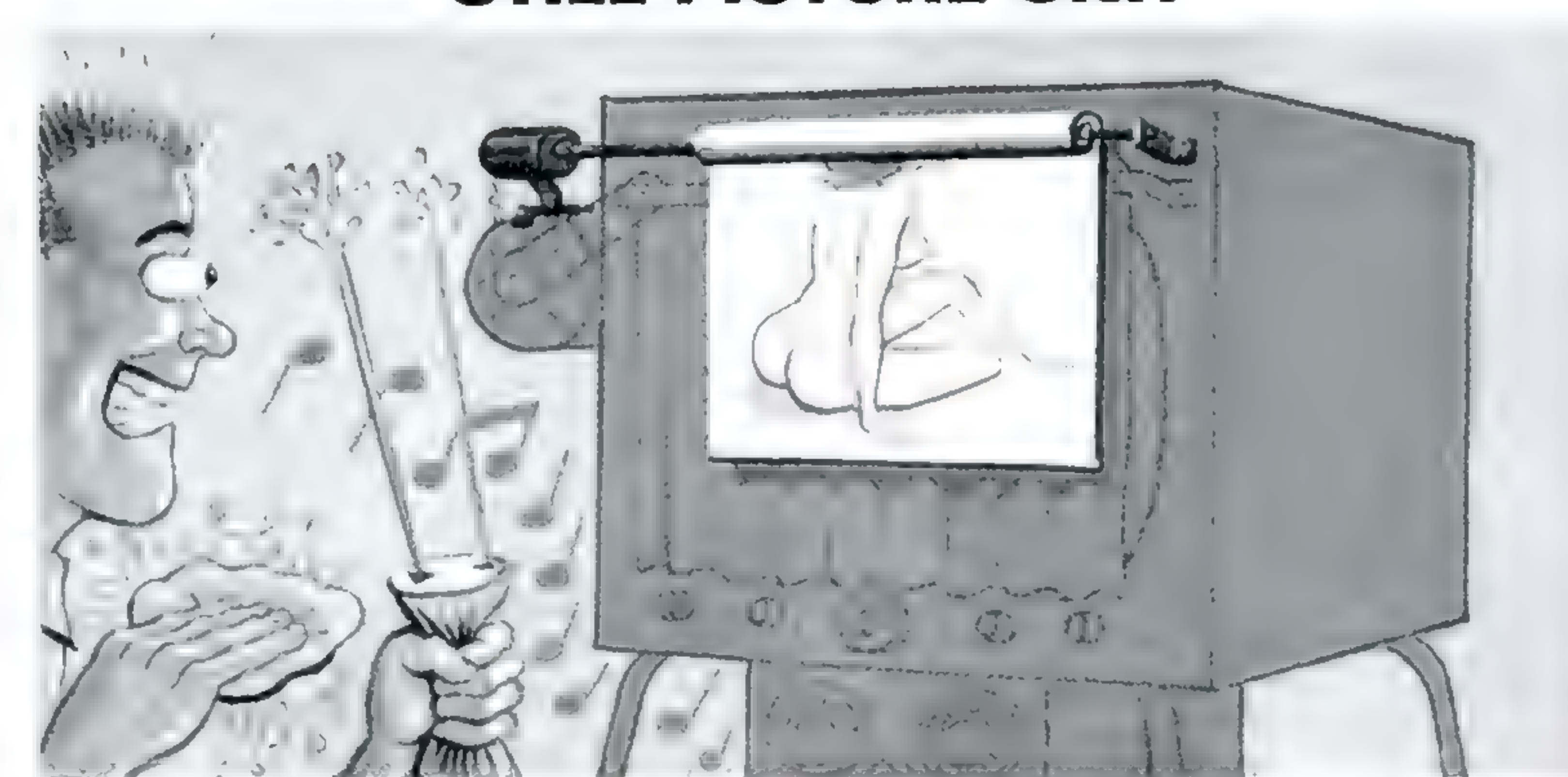
For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start playing automatically when sound is knocked off. You listen to soothing melody while announcer mimes.

DRAW CURTAIN UNIT



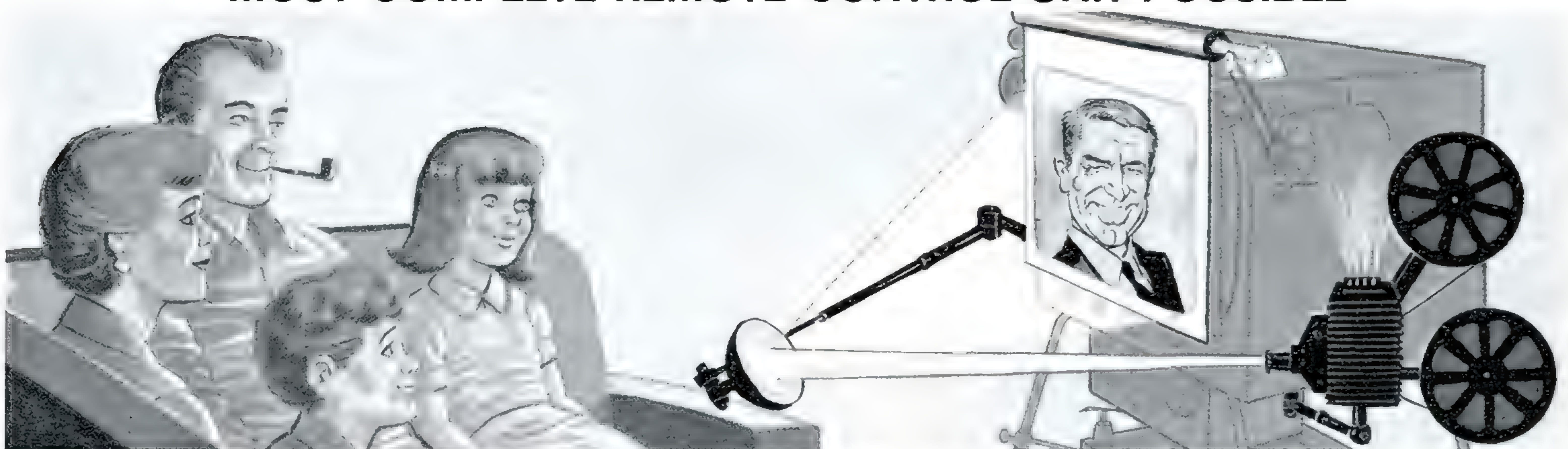
This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewer can eat a snack.

STILL PICTURE UNIT



For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV, this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all the others to go on when sound is knocked off. Along with pre-selected

travel pictures or action shots, the viewer can employ funny mouthings, or musical accompaniment or combination of both. In fact, when TV programs themselves are bad, it provides good uninterrupted feature-length entertainment.

MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE



However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit you can use. Now, instead

of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading, for instance. And we're not talking about reading this rag, you clod! Try something constructive!

THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

MAD FOLD-IN

Now that the 1964-65 TV season is in full swing, and we've seen all of the latest shows, it's time to pause and evaluate the new and exciting things this marvelous medium is bringing us. So fold the page as shown, and discover the answer to the question . . .



FOLD IN PAGE LIKE THIS

WHAT BRILLIANT NEW IDEAS HAS THE CURRENT TV SEASON PRODUCED?

A ▶

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



THE SAGES OF NETWORK TELEVISION PROGRAMMING HAVE COME UP WITH SOME GREAT SHOWS THIS SEASON. THEIR BOLD TRIUMPHS OF PAST YEARS ARE FAR OUTDONE BY THIS RASH OF BRILLIANT NEW TV IDEAS AND FORMATS.

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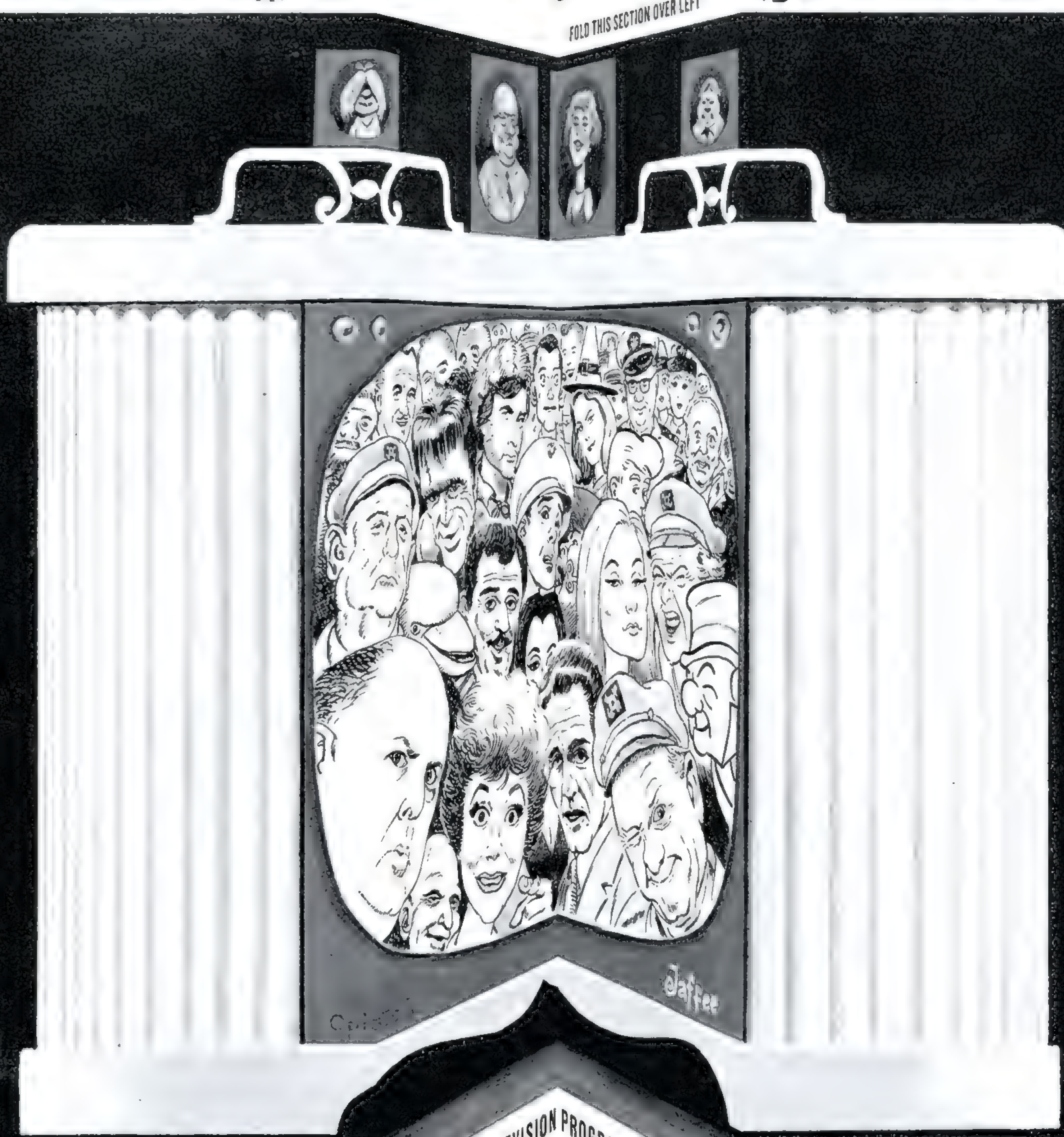
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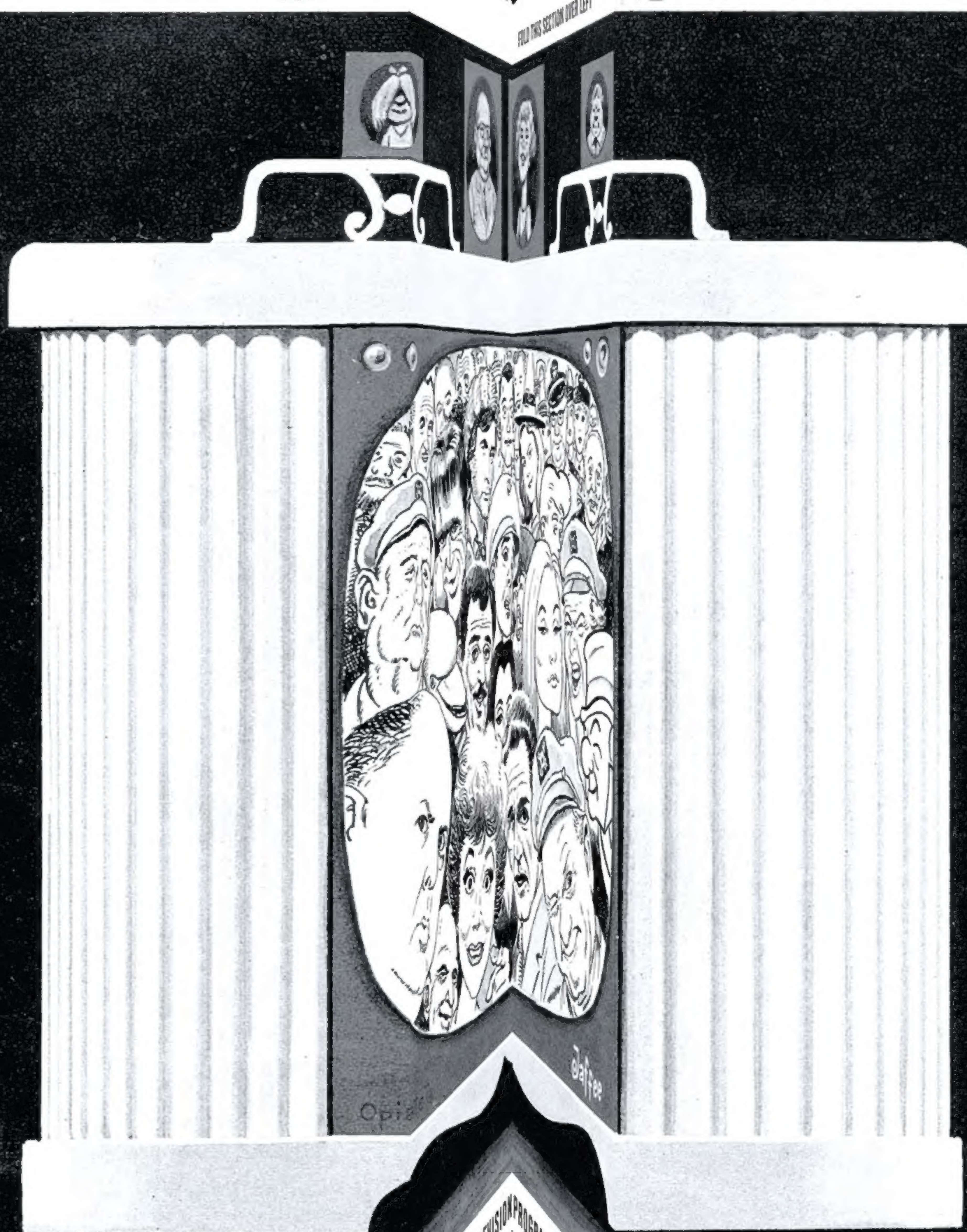


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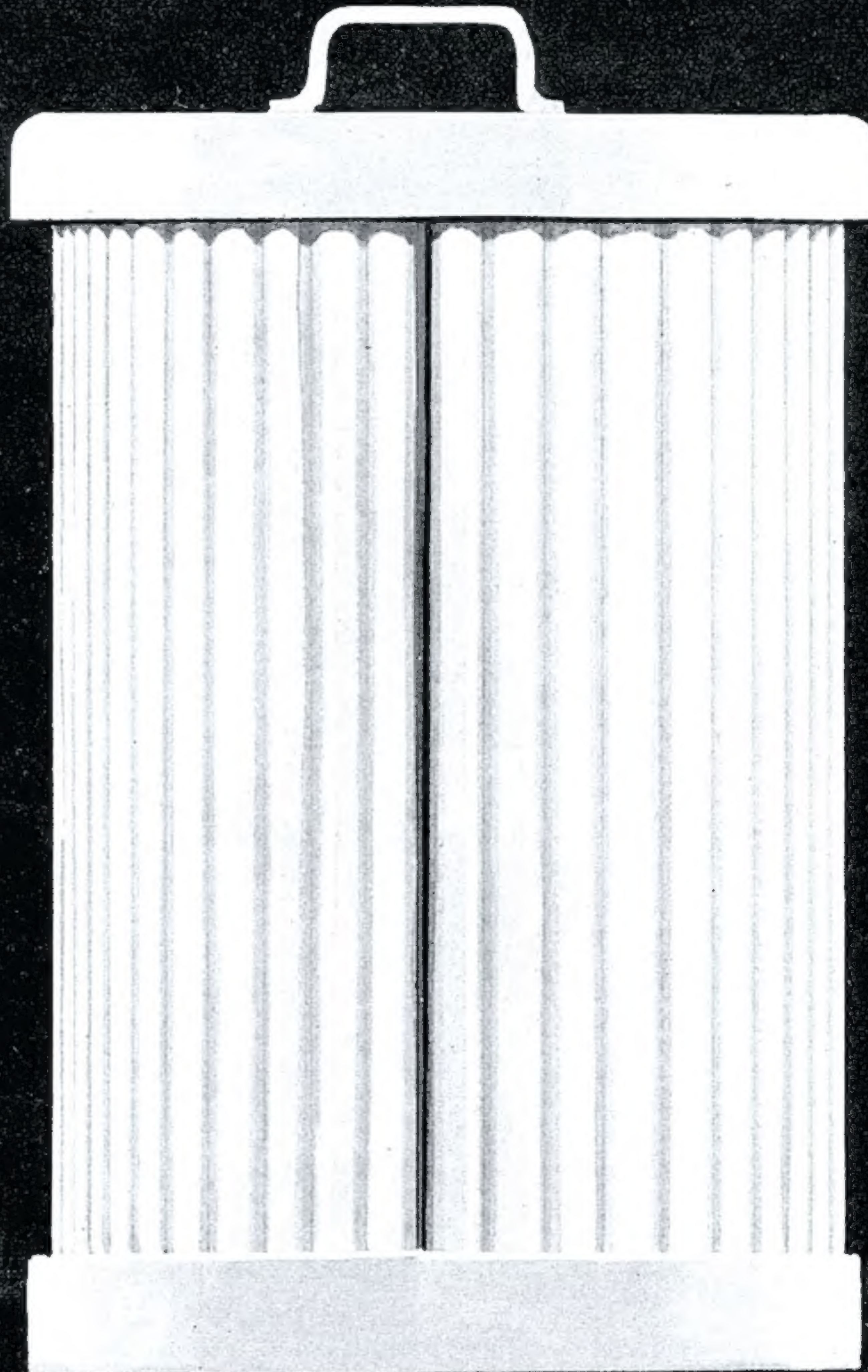
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WHAT B|HAS THE CURRENDUCED?

A▷ ◀B FOLD BACK SO "A" MEETS "B"



THE SAME
OLD
TRASH

MAD

SON OF ULTRON

"THIS FAN...
THIS MONSTER!"

